

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
S.Y.B.COM SEM III, SEMESTER END EXAMINATION, OCTOBER 2017  
**APPLIED COMPONENT-ADVERTISING**

**Duration: 2 hours**

**Max. Marks: 80 marks**

**Instructions:** *Figures to the right indicate maximum marks.*

*Start each question on a fresh Page.*

*All questions are compulsory.*

**Q.1) Write short notes on (Any 4)**

**(16 marks)**

- a) Advertising v/s Personal selling
- b) Institutional advertising
- c) Creative visualization process
- d) Sources of creative ideas
- e) Outdoor v/s indoor advertising
- f) Integrated marketing communication

**Q.2) Write short notes on (Any 4)**

**(16 marks)**

- a) Essentials of a good advertising appeal
- b) Buying motives v/s Selling points
- c) Product research
- d) Importance of media scheduling
- e) Product positioning strategy
- f) Role of media research

**Q.3) (a) Explain the concept of advertising. Discuss its advantages to different stakeholders.**

**(12 mks)**

OR

**Q.3) (x) Discuss the factors suggesting bright future for advertising in India.**

**(12 mks)**

**Q.4) (a) What is creative strategy? Discuss the various aspects of creative strategy?**

**(12 mks)**

OR

**Q.4) (x) Discuss the AIDA process in brief.**

**(12 mks)**

**Q.5) (a)** What is a buying motive? Explain the different types of motives that influence a buyer's behaviour. (12 mks)

OR

**Q.5) (x)** State the importance of consumer in advertising. Explain the various types of consumers. (12 mks)

**Q.6) (a)** What is an advertising budget? Explain the factors to be considered while preparing an advertising budget. (12 mks)

OR

**Q.6) (x)** Explain the different methods of setting an advertising budget. (12 mks)