

**Vidya Vikas Mandal's**  
**Shree Damodar College of Commerce & Economics, Margao-Goa**  
**Second Year B. Com, Semester IV, Semester End Examination, April 2019**

**APPLIED COMPONENT-ADVERTISING**

**Duration: 2 Hours**

**Max. Marks: 80**

**Instructions:** 1. All questions are compulsory.

2. Figures to the right indicate maximum marks to the questions.

3. Answer sub-questions in Question no.1 & Question no. 2 in not more than 100 words each.

4. Answer Question no.3 to Question no. 6 in not more than 400 words each.

**Q. 1 Answer any four of the following:**

**(4x4=16 Marks)**

- a) Functions of Visuals in advertising.
- b) Uses of layouts.
- c) Role of copywriters.
- d) Functions of Slogan.
- e) Need for Post-testing.
- f) Services of Ad Agencies.

**Q. 2. Answer any four of the following:**

**(4x4=16 Marks)**

- a) Symbols in advertising.
- b) Role of Visuals in advertising.
- c) Concept of Testing.
- d) Recognition Test.
- e) Client turnover.
- f) In House agencies.

**Q. 3. a) Describe the Techniques of Visualization.**

**(12 Marks)**

**OR**

b) What are the functions of Layout in Advertising?

**(12 Marks)**

**Q. 4. a) Briefly explain the difference between the copy and layout.**

**(12 Marks)**

**OR**

b) Briefly explain various Components of copy in advertising.

**(12 Marks)**

**Q. 5 a) Briefly explain Advertising research process.**

**(12 Marks)**

**OR**

b) What are the benefits of testing advertising effectiveness?

**(12 Marks)**

**Q. 6. a) Explain the functions of advertising agency.**

**(12 Marks)**

**OR**

b) What are the factors influence the choice of ad agency?

**(12 Marks)**

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