

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)
