

T.Y. B.com Semester V (CBCS) Ordinance  
EXAMINATION OCTOBER 2019  
Business Management Major III : Advertising Management

[Duration : Two Hours]

[Total Marks :80]

- Instructions:**
- i) All questions are **compulsory**, however **internal choice** is available.
  - ii) Answer sub-questions in Question 1 and Question 2 in not more than **100 words each**.
  - iii) Answer to Question 3 to Question 6 must be of approximately **400 words each**.
  - iv) Start **each** question on a **fresh** page.

**Q.1** Answer **any four** of the following in approximately **100 words each**: **16 Marks**

- a) Internet Advertising
- b) Cause Marketing
- c) Direct Media
- d) Importance of Illustration in Advertisement
- e) Layout of an Advertisement copy
- f) Essentials of an effective copy

**Q.2** Answer **any four** of the following in approximately **100 words each**: **16 Marks**

- a) In-house Advertising Agency
- b) Client Turnover
- c) Advertising Agency Compensation
- d) Advertising Effectiveness
- e) Copy Research
- f) Importance of Research in Advertising.

**Q.3A)** What is Advertising? Explain the benefits of Advertising. **12 Marks**  
OR  
**B)** Discuss the various factors influencing the choice of an Advertising Media. **12 Marks**

**Q.4A)** Explain the various types of Advertisement Copy with the help of appropriate examples. **12 Marks**  
OR  
**B)** Explain the various types of illustration with the help of appropriate examples. **12 Marks**

**Q.5A)** Explain the Concept of “Client Agency Relationship”. Discuss the various Principles of Client Agency Relationship. **12 Marks**  
OR  
**B)** Discuss the various factors influencing the choice of an Advertising Agency. **12 Marks**

**Q.6A)** What is DAGMAR? Explain its merits and demerits. **12 Marks**  
OR  
**B)** Explain the Pre-testing methods of measuring advertising effectiveness. **12 Marks**