

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao- Goa  
S.Y. B.Com, Semester-III, Semester End Examination, October 2018  
Applied Component – Advertising (old course)

**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)

- (a) Features of advertising
- (b) Role of advertising in modern business
- (c) Integrated Marketing Communication
- (d) Consumer protection in advertising
- (e) Creative v/s Competitive advertising
- (f) Sources of creative ideas

Q.2) Write short notes on (Any 4) (16)

- (a) Factors affecting consumer behaviour in advertising
- (b) Buying motives v/s Selling points
- (c) Marketing Research
- (d) Product Positioning
- (e) Advertising budget
- (f) Media Planning and Media Scheduling

Q.3) (A) Discuss the various criticism against advertising. (12)

OR

Q.3) (X) State and explain various media options available to Indian advertisers. (12)

Q.4) (A) What is creative strategy? Discuss creative pyramid model. (12)

OR

Q.4) (X) State and explain the role of creativity in advertising. (12)

Q.5) (A) Discuss the various types of advertising appeal. (12)

OR

Q.5) (X) The consumers that a salesman has to face every day are of varied kinds.  
With reference to this statement explain the different types of consumers. (12)

Q. 6) (A) Discuss the different types of product positioning strategies used by the advertiser.

OR (12)

Q.6) (X) State and explain the different methods used for preparing advertising budget. (12)