

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
S.Y.B.COM SEM III, May/June Supplementary Examination 2018
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) Integrated Marketing Communication
- b) Tools of direct marketing
- c) Point of Purchase advertising
- d) Aspects of creative strategy
- e) Creative Pyramid
- f) Institutional advertising

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

(16 marks)

- a) Essentials of a good advertising appeal
- b) Marketing research
- c) Media planning
- d) Selling points v/s Buying motives
- e) Product positioning strategy
- f) Need for research in advertising

Q.3) (a) State and explain the different types of media available for advertising the product.

(12 mks)

OR

Q.3) (x) Discuss the primary and secondary objectives of advertising.

(12 mks)

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

(12 mks)

OR

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

(12 mks)

Q.5) (a) What is advertising appeal? Discuss the various types of appeals made by an advertiser. (12 mks)

OR

Q.5) (x) Define buying motives. Explain the different types of motives that influence a buyer's behaviour. (12 mks)

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

OR

Q.6) (x) What is advertising budget? Enumerate the steps involved in preparing an advertising budget. (12 mks)