

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao- Goa  
S.Y. BCOM, SEM IV, SEMESTER END EXAMINATION, APRIL 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)

- (a) Tools of visual communication
- (b) Essentials of good visuals
- (c) Guidelines for effective slogans
- (d) Requisites of an effective poster
- (e) Components of advertisement
- (f) Importance of visuals in an advertisement

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

- (a) Need for pre-testing advertising effectiveness
- (b) Advertising agency compensation
- (c) Objectives of advertising testing
- (d) Advertising agency v/s advertising department
- (e) Stages in client - agency relationship
- (f) Role of ad agencies

Q.3) (A) What are visuals? Discuss the qualities of a creative visualizer. (12)

OR

Q.3) (X) What is visualization? Explain the steps involved in visualization. (12)

Q.4) (A) What is copywriting? Discuss the various types of copy with suitable examples. (12)

OR

Q.4) (X) What is layout? State and explain the principles of effective layout. (12)

Q.5) (A) What is measuring advertising effectiveness? How would you post-test the effectiveness of advertising? (12)

OR

Q.5) (X) State and explain the difference between pre-testing and post-testing methods of testing advertising effectiveness. (12)

Q.6) (A) What is client turnover? State and explain the reasons for client turnover. (12)

OR

Q.6) (X) Discuss the various factors that influence the choice of an ad agency. (12)