

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao- Goa
S.Y. BCOM, SEM IV, 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)
- (a) Qualities of a creative visualizer
 - (b) Stages in visualization
 - (c) Importance of layout
 - (d) Role of visuals in advertising
 - (e) Role of copywriters
 - (f) Guidelines for effective slogans
- Q.2) Write short notes on (Any 4) (16)
- (a) Benefits of testing advertising effectiveness
 - (b) DAGMAR
 - (c) Need for an ad agency
 - (d) Methods of agency compensation
 - (e) Reasons for client turnover
 - (f) Ad agency v/s advertising department
- Q.3) (A) What is visualization? State and explain the features of good visuals. (12)
- OR
- Q.3) (X) What is visual communication? Discuss the various tools of visual communication. (12)
- Q.4) (A) Discuss the different types of copy. Illustrate your answer with suitable examples. (12)
- OR
- Q.4) (X) What is layout? State and explain different types of layout. (12)
- Q.5) (A) Distinguish between Pre-testing and Post-testing methods of measuring advertising effectiveness. (12)
- OR
- Q.5) (X) State and explain the different methods of testing advertising effectiveness. (12)
- Q.6) (A) What criteria would you apply while selecting a promising advertising agency? (12)
- OR
- Q.6) (X) Discuss the various principles in client-agency relationship. (12)