

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
Second Year B.Com. Semester III, Semester End Examination, October 2016

APPLIED COMPONENT-ADVERTISING

Duration: 2 Hours

Max. Marks: 80

Instructions: 1. All questions are compulsory.

2. Figures to the right indicate maximum marks to the questions.

3. Answer sub-questions in Question no.1 & Question no. 2 in not more than 100 words each.

4. Answer Question no.3 to Question no. 6 in not more than 400 words each.

Q. 1 Answer any four of the following:

(4x4=16 Marks)

- a) Primary objectives of advertising.
- b) Film advertising.
- c) Transport advertising.
- d) Advertising ethics.
- e) Buying motives.
- f) Advertising Research

Q. 2. Answer any four of the following:

(4x4=16 Marks)

- a) Benefits of advertising to the society.
- b) News paper Advertising
- c) Features of Outdoor advertising.
- d) Doordarshan Code.
- e) Selling motives.
- f) Media Scheduling.

Q. 3. a) Distinguish between:-

- (i) Advertising and Propaganda (ii) Advertising and Publicity

(12 Marks)

OR

- b) What you meant by advertising? Explain its benefits to manufacturers and consumers.

(12 Marks)

Q. 4. a) Explain the features of direct mail advertising

(12 Marks)

OR

- b) What is meant by ethics in advertising? What are the different forms of unethical advertising?

(12 Marks)

Q. 5 a) Explain the different types of advertisement appeals.

(12 Marks)

OR

- b) Describe any six types of consumers

(12 Marks)

Q. 6. a) Discuss importance of advertising budget.

(12 Marks)

OR

- b) Explain the characteristics of Marketing Research.

(12 Marks)
