

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SYBCOM-SEMESTER IV, END SEMESTER EXAMINATION, APRIL 2016

ADVERTISING

Duration: 2 Hours

Maximum Marks: 80

Instructions:

- 1) Start each question on a fresh page.
- 2) Figures to the right indicate full marks.

Q1 Write any four short notes (4x4=16)

- a) Trade Mark and Logo
- b) Stages in preparation of layout
- c) Objectives of Advertising Testing
- d) Space Broker Stage
- e) Inquiry/Coupon Response Method
- f) Media Department in Advertising Agency

Q2 Write any four short notes (4x4=16)

- a) Client Turnover
- b) Space division in layout
- c) Elements of Visuals
- d) Need for Advertising Agency
- e) Readership Survey Test and its advantages
- f) Functions of a Headline

Q3 X) Explain the functions of visuals in advertising. (12)

OR

Y) What are the essentials of a good visual? Explain. (12)

Q4 X) What do you understand by copywriting for radio? (12)

Explain the techniques of radio advertising.

OR

Y) Explain the types of layout. (12)

Q5 X) State and explain the pre-testing methods. (12)

OR

Y) Explain the need for pre-testing and post-testing advertising effectiveness. (12)

Q6 X) Differentiate between advertising agency and advertising department. (12)

OR

Y) Define an advertising agency and explain the factors influencing the choice of an advertising agency. (12)