

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)