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Shree Damodar College of Commerce & Economics, Margao-Goa  
SYBCOM-SEMESTER IV, *Supplementary* EXAMINATION, *May/June 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) Guidelines for effective slogans
- b) Copy v/s Layout
- c) Sales Area Test
- d) Standard Service Stage
- e) Branding
- f) Projective Techniques

Q2 Write any four short notes

(4x4=16)

- a) In house Agencies
- b) Public Relations Department
- c) Role of Copywriters
- d) Client-Agency Relationship
- e) Importance of testing advertising effectiveness
- f) Headline

Q3 X) What is meant by signs and symbols? Explain trade mark and logo.

(12)

OR

Y) Meaning of visuals and discuss the reasons/ choice for visuals.

(12)

Q4 X) State and explain the elements of an advertising copy.

(12)

OR

Y) Explain copywriting for posters and the requisites of an effective poster.

(12)

Q5 X) Briefly explain the post-testing methods for advertising effectiveness.

(12)

OR

Y) Explain the importance and advantages of testing advertising effectiveness.

(12)

Q6 X) Explain the organizational structure of an advertising agency.

(12)

OR

Y) Explain agency compensation and the methods to derive revenues and profits.

(12)