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Vidya Vikas Mandal's
Shree Damodar College of Commerce and Economics, Margao-Goa
TY B.Com, Semester-V, Semester End Examination, January 2021
Business Management- DSE-3
Advertising Management (COD 111)

Duration: 2 hours

Total Marks 80

Instructions:

- i) All questions are compulsory however internal choice is available
- ii) Answer sub questions in question No1 and question No2 in not more than 100 words each.
- iii) Answers to question no 3 to question no 6 is not more than 400 words each
- iv) Figures to the right indicate marks assigned to the questions.

1. Answer the following in brief (any four)

(16 Marks)

- a) Integrated Marketing Communication
- b) Online Advertising
- c) Cause Marketing
- d) Principles of effective layout(any Four)
- e) Importance of Illustrations (any Four)
- f) Copy writing

2. Answer the following in brief (any four)

(16 Marks)

- a) Career options in Advertising
- b) Full Service Agency
- c) Functions of an advertising agency (any four)
- d) Post Testing methods of Advertising Effectiveness(any two)
- e) Client Turnover
- f) Limitations of research in advertising

3A.State and explain the factors influencing the growth of Advertising. (12 Marks)

OR

3B.Explain the Benefits of Advertising to the manufacturer, consumer and society.

4A.Explain the various types of Illustrations.

(12 Marks)

OR

4B Discuss the principles for effective copy writing.

5A. Explain the factors influencing the choice of an Advertising Agency.(12 Marks)

OR

5B Explain the Principles of Client Agency Relationship

6A.Explain the Pretesting Methods of Advertising Effectiveness

(12 Marks)

OR

6B. Explain the DAGMAR approach to Advertising Effectiveness.