

**CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN
NUVEM GOA**

B.Com CBCS Semester V Examination, January 2021

Subject Code: COD111

Subject Name: Advertising Management

Total marks: 80

Duration: 2 Hrs

Total No of Pages: 02

Instructions:

1. All questions are compulsory
2. Answer Sub-questions from Question No I to Question No. II in **not** more than **100** words.
3. Answer Question No. III to Question No. VI in **not** more than **400** words each.
4. Figures to the right indicate maximum marks allotted to the questions.

Q.I. Answer any FOUR from the following.

(16 marks)

- i. What is meant by Integrated Marketing Communication?
- ii. Explain two principles of copywriting for Television.
- iii. Explain any two advantages of advertising.
- iv. State any two elements of advertising layout?
- v. What is meant by Service Advertising?
- vi. Mention and explain any two functions of an Illustration.

Q. II. Answer any FOUR from the following.

(16 marks)

- i. Write a short note on Client Turnover.
- ii. State and explain any two Benefits of Research in Advertising.
- iii. What is meant by full-service advertising agency?
- iv. Write a short note on Split run test.
- v. Briefly explain Agency compensation.
- vi. What do you mean by Advertising effectiveness?

Q.III. (A). What do you mean by Advertising media? Explain any six types of advertising media. **(12 marks)**

OR

(B). Define the term “Advertising”. Explain any six factors influencing the growth of Advertising

Q. IV. (A). what do you mean by Advertising layout? Explain any six principles of a layout. **(12 marks)**

OR

(B). explain the various types of Advertising copy with the help of appropriate examples.

Q.V.(A). discuss the various factors influencing the choice of an Advertising agency **(12 marks)**

OR

(B). Explain the concept of “Client Agency Relationship”. Discuss the various principles of Client Agency Relationship.

Q.VI. (A). What is DAGMAR? Explain the merits and demerits. **12 marks)**

OR

(B). Explain the Pre-testing methods of measuring advertising effectiveness.
