

**CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN, NUVEM-GOA
SEMESTER END EXAMINATION(OLD COURSE)**

July/August 2021

Subject Name: Advertising

Total marks: 30

Duration: 2 Hours

Total No of Pages: 01

Instructions: 1. All questions are compulsory
2. Figures to the right indicate marks

Q1. Answer any five of the following questions. (5×2=10 marks)

- a) What is Visual Communication?
- b) What do you mean by Copywriting?
- c) What is an Advertising Agency?
- d) What is Client Turnover?
- e) Explain the meaning of Layout.
- f) Which are the tools used for Visual Communication?
- g) How can one identify the symbols in Advertising?
- h) What do you mean by Advertising?

Q2. Answer any six of the following questions. (4×5=20 marks)

- a) Discuss the importance of Visuals.
- b) What are the principles of effective Layout?
- c) What is the importance of pre-testing of advertising effectiveness?
- d) What are the factors influencing the choice of an Advertising Agency?
- e) Discuss the different types of Advertising Agency Compensation.
- f) Explain the principles for effective Copywriting for Posters.
- g) Discuss the pre-testing and post testing methods for advertising effectiveness.
- h) Mention any five guidelines for effective slogans.
