

**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.

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