

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

B.Com. CBCS Semester V (Regular) Examination

January 2022

Course Code: UCOD111

**Course Name: Business Management Major 3:
Advertising Management (DSE3)**

Total marks: 80 marks

Duration: Two Hours

Total No of pages: 02

Instructions: 1. All questions are compulsory, however internal choice is available.

2. Answer sub-questions in Question 1 and Question 2 in not more than 100 words each.

3. Answers to Question 3 to Question 6 must be approximately 400 words each.

4. Start each question on a fresh page.

5. Figures to the right indicate marks.

Q.1 Answer **any four** of the following questions:

- a. Product Advertising
- b. Integrated Marketing Communication.
- c. Display Media.
- d. Importance of Illustration in Advertising
- e. Types of Illustrations (any four)
- f. Elements of advertising layout.

4 x 4

=16

Q2. Answer **any four** of the following questions:

- a. Full-Service Advertising Agency
- b. Advertising Agency Compensation
- c. Guidelines for both client and ad agency to maintain relationships.
- d. Meaning and Importance of Advertising Research.
- e. Limitations on research in advertising.
- f. Types of advertising research.

4 x 4

=16

Q3. a. Describe the different forms of internet advertising.

(12)

OR

b. Do people consider all advertising as ethical? Comment.

(12)

Q4. a. Explain the different types of advertisement copy with the help of suitable examples.

(12)

OR

Q5. a. What is an advertising agency? Explain the functions of an advertising agency. (12)

OR

b. What is client turnover? Why do advertising agencies experience client turnover? (12)

Q6. a. Describe the methods for pre-testing communication and sales effectiveness. (12)

OR

b. What is DAGMAR? What are the merits and demerits of using the DAGMAR approach? (12)
