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T.Y.B.Com Semester V (CBCS) Ordinance

EXAMINATION MAY 2023

Business Management Major III : Advertising Management (DSE - 3)

[Time: 2 Hours]

[Max. Marks: 80]

- Instructions:**
- i) All questions are **compulsory**, however **internal choice** is available.
  - ii) Answer sub-questions in Question 1 and Question 2 in not more than **100 words each**.
  - iii) Answer to Question 3 to Question 6 must be of approximately **400 words each**.
  - iv) Start **each** question on a **fresh** page.

Q1 Answer **any four** of the following in approximately **100 words each**:

**16 Marks**

- a) Integrated Marketing Communication
- b) Limitations of Advertising
- c) Outdoor Advertising
- d) Principles of effective layout
- e) Types of Advertisement Copy
- f) Functions of Illustrations

Q2 Answer **any four** of the following in approximately **100 words each**:

**16 Marks**

- a) Functions of an Advertising Agency
- b) Full Service Advertising Agency
- c) Reasons for Client Turnover
- d) Behavioural Research
- e) Pre-testing methods of measuring Advertising effectiveness
- f) Merits of DAGMAR approach.



Q3 A) Explain the various factors influencing the growth of Advertising industry. 12 Marks

OR

B) Discuss the various types of Advertising Media with the help of appropriate examples. 12 Marks

Q4 A) What is Copywriting? Explain the various principles of effective Copywriting. 12 Marks

OR

B) Explain the various types of illustrations with the help of appropriate examples. 12 Marks

Q5 A) Explain the various factors influencing the choice of an Advertising Agency. 12 Marks

OR

B) What is Advertising Agency Compensation? Explain the various types of Advertising Agency Compensation. 12 Marks

Q6 A) Explain the Post-testing methods of measuring Advertising effectiveness. 12 Marks

OR

B) Explain the importance of measuring Advertising effectiveness. 12 Marks