

**SARASWAT VIDYALAYAS**

**SRIDORA CACULO COLLEGE OF COMMERCE AND MANAGEMENT STUDIES**

**B. COM FIFTH SEMESTER END EXAMINATION JAN/FEB 2021**

**CBCS (W.E.F. 2019-20)**

**BUSINESS MANAGEMENT: MAJOR 3 ADVERTISING MANAGEMENT (DSE 3)**

(Duration: 2 hours)

(Total Marks: 80)

**Instructions**

- 1) **All** question 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) Answer to question 3 to question 6 must be of approximately **400** words each
- 4) Start **each** question on **fresh page**

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

(4x4 = 16 marks)

- A) Integrated Marketing Communication
- B) Unethical Advertising
- C) Future of Advertising
- D) Web/ Internet copy principles
- E) Copywriting for Posters
- F) Elements of Advertisement (Any Two)

Q. 2 Answer any **four** of the following

(4x4 = 16 Marks)

- A) Client- Agency relationship
- B) Client Turnover
- C) Advertising Agency Compensation
- D) Advertising Effectiveness
- E) Behavioural Research
- F) Copy Research

Q.3 A) What is Consumer Protection? Explain the need for Consumer Protection **12 Marks**

OR

B) Briefly explain the Indoor and Outdoor Medias of advertising **12 Marks**

Q. 4 A) What is layout? Write the principles of effective layout **12 Marks**

OR

B) Briefly explain the importance and types of illustrations **12 Marks**

Q.5 A) Discuss the various factors influencing the choice of advertising agency **12 Marks**

OR

B) Write four types of advertising agency? **12 Marks**

Q. 6 A) Write the importance of Advertising Effectiveness? **12 Marks**

OR

B) Explain the post-testing methods of measuring the advertising agency? **12 Marks**

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