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SRIDORA CACULO COLLEGE OF COMMERCE AND MANAGEMENT STUDIES

B. COM FIFTH SEMESTER END EXAMINATION (REPEAT) JUNE 2022

(W.E.F. 2019-20)

BUSINESS MANAGEMENT MAJOR III : 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

16 marks

- a) Institutional Advertising
- b) Benefits of advertising (any two)
- c) Integrated Marketing Communication
- d) Television Advertising
- e) Client-Agency Relationship
- f) Advertising Agency Compensation

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

16 marks

- g) Illustration
- h) Copy Research
- i) Consumer Protection
- j) Advertising Effectiveness
- k) Copywriting
- l) Mechanical testing method

Q3 A) What is Advertising Media? Write the factors affecting choice of advertising medias.

12 Marks

OR

B) What is advertising ethics? Briefly explain the forms of advertising ethics **12 Marks**

Q 4 A) What is layout? Write the elements of effective layout

12 Marks

OR

B) Describe the principles of effective copywriting for posters and radio **12 Marks**

Q.5 A) Discuss the career options available in advertising field?

12 Marks

OR

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

Q 6 A) Explain the pre-testing methods of measuring advertising effectiveness

12 Marks

OR

B) What is Research in advertising? Write its limitations **12 Marks**