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SRIDORA CACULO COLLEGE OF COMMERCE AND MANAGEMENT STUDIES

BCOM FIFTH SEMESTER END EXAMINATION JANUARY 2022

(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 the **fresh page**

Q. 1 Answer any four of the following

16 marks

- A) Institutional Advertising
- B) Cause Marketing
- C) Indoor Advertisement
- D) Illustrations
- E) Copywriting for Posters
- F) Humorous Copy (with example)

Q. 2 Answer any four of the following

16 marks

- A) Free Lancing
- B) Commission method of compensation
- C) Client Turnover
- D) Recall Testing Method
- E) Behavioural Research
- F) Advertising Effectiveness

Q3 X) What is Advertising? Write factors influencing the growth of advertising **12 Marks**

OR

Y) What is Advertising Ethics? Briefly explain the forms of unethical advertisement **12 Marks**

Q 4 X) What is layout? Write the elements of effective layout **12 Marks**

OR

Y) What is Copy? Write the essentials of good copy **12 Marks**

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

OR

Y) Describe the various career options available in the field of advertising? **12 Marks**

Q 6 X) Write the importance and limitations of research to advertising? **12 Marks**

OR

Y) Explain the pre-testing methods of measuring the advertising effectiveness? **12 Marks**