**SARASWAT VIDYALAYAS**

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

**B. COM SEMESTER V END SPECIAL EXAMINATION MARCH 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 a**nd 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**

**Question 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

Question 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**