

**SARASWAT EDUCATION SOCIETY'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES
KHORLIM, MAPUSA, GOA.**

T.Y.BCOM FIFTH SEMESTER END EXAMINATION NOVEMBER 2023

BUSINESS MANAGEMENT MAJOR III: ADVERTISING MANAGEMENT (DSE3)

**[Duration: Two Hours]
(W.E.F 2019-20) (CBCS)**

**[Max Marks: 80]
Total No. of Printed Pages: 02**

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) Service Advertising
- B) Cause Marketing
- C) Forms of unethical advertising
- D) Principles of effective layout (four points)
- E) Effective copywriting for Radio
- F) Negative Illustration (with example)

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

16 marks

- G) Full Service Agency
- H) Commission method of agency compensation
- I) Client Agency Relationship
- J) Limitations of Research
- K) Behavioural Research
- L) Checklist method

Q3 X) What is advertising media? Discuss the various types of advertising media **12 Marks**

OR

Y) What is Advertising ? Explain factors influencing growth of advertising **12 Marks**

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

OR

Y) What is Copy? Discuss the types of copy with examples **12 Marks**

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

OR

Y) Discuss the career opportunities in the field of advertising **12 Marks**

Q 6 X) What is Advertising Research? Discuss the importance of research in advertising **12 Marks**

OR

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

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