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T.Y.B.Com Semester V (CBCS) Ordinance
EXAMINATION APRIL 2024
Business Management Major III : Advertising Management

[Time: 2:00 Hours]

[Max. Marks:80]

- Instructions:**
- i) All questions are **compulsory**, however **internal choice** is available.
 - ii) Answer sub-questions in Question no. 1 and Question no.2 in not more than **100 words each**.
 - iii) Answer to Question no. 3 to Question no. 6 must be of approximately **400 words each**.
 - iv) Figures to the right indicate maximum marks to the questions.
 - v) Start **each** question on a **fresh** page.

Q1 Answer any four of the following in approximately 100 words each:

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- a) Outdoor Advertising
- b) Principles of effective layout
- c) Limitations of Advertising
- d) Principles of effective Copywriting
- e) Functions of Illustrations
- f) Integrated Marketing Communication

Q2 Answer any four of the following in approximately 100 words each:

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- a) Advertising Agency Compensation
- b) Copy Research
- c) Client Turnover
- d) Importance of Research in Advertising
- e) Advertising Effectiveness
- f) In-house Advertising Agency

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- Q3** a) What is Advertising? Explain the benefits of Advertising. **12**
OR
b) Explain the factors influencing the choice of an Advertising Media. **12**
- Q4** a) Explain the types of Advertisement Copy with the help of appropriate examples. **12**
OR
b) Describe the types of illustrations with the help of appropriate examples. **12**
- Q5** a) Explain the various Principles of Client- Agency Relationship. **12**
OR
b) Elaborate the various factors influencing the choice of an Advertising Agency. **12**
- Q6** a) What is DAGMAR? Explain its merits and demerits. **12**
OR
b) Explain the Pre-testing methods of measuring advertising effectiveness. **12**