



GOA UNIVERSITY
B.Com Semester - V (CBCS)

BUSINESS MANAGEMENT MAJOR III: ADVERTISING MANAGEMENT (UCOD-111)

[Duration: Two 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 questions.

(4x4=16)

- a) What is cause advertising?
- b) Explain the benefits of advertising.
- c) What is integrated marketing communication?
- d) What is copywriting?
- e) What are the principles of effective copywriting for print advertising?
- f) Explain the meaning of layout.

Q2. Answer any four of the following questions.

(4x4=16)

- a) What is a full-service advertising agency?
- b) Explain the meaning of client turnover.
- c) Explain any two functions of an advertising agency.
- d) What is copy research?
- e) Explain the demerits of DAGMAR.
- f) Briefly explain the importance of measuring advertising effectiveness (any four points).

Q3. a) Explain the types of advertising media.

(12)

OR

- b) Explain the factors influencing the choice of an advertising media.

(12)

Q4. a) Explain the principles of effective layout.

(12)

OR

- b) Explain the types of illustrations.

(12)

Q5. a) Explain the principles of the client-agency relationship. (12)

OR

b) Explain the career options available in the advertising field. (12)

Q6. a) Explain the pre-testing methods of measuring advertising effectiveness. (12)

OR

b) Explain the post-testing methods of measuring advertising effectiveness. (12)
