

PRABODHAN EDUCATION SOCIETY'S
VIDYA PRABODHINI COLLEGE OF COMMERCE, EDUCATION,
COMPUTER AND MANAGEMENT, VIDYANAGAR, PARVARI, GOA.
S.Y.B.COM SEMESTER END EXAMINATION
APRIL 2018 (REGULAR/REPEAT)

SUB: ADVERTISING II

SEMESTER:IV CLASS:S.Y.B.Com DURATION:2 Hours MAX. MARKS: 80

Instructions:

- i. All questions are compulsory and are having internal choice.
 - ii. Figures to the right indicate marks allotted.
 - iii. Answer sub-question in Question no.1 and Question no. 2 in not more than 100 words.
 - iv. Answer Question no. 3 to Question no. 6 in not more than 400 words.
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Q.1. Write short notes on ANY FOUR of the following. (4x4=16)

- a) Advertising slogans.
- b) Need for post testing advertising effectiveness.
- c) Functions of Layout.
- d) Advertising layout.
- e) Effective copywriting for television
- f) Client agency relationship.

Q.2. Write short notes on ANY FOUR of the following. (4x4=16)

- a) Principles for effective copywriting.
- b) Recall testing method.
- c) Non-verbal symbols.
- d) Fee payment method.
- e) Commission method of compensation.
- f) Essentials of good copy.

Q.3. Answer ANY ONE of the following. (1 x 12=12)

- a) Explain the different types of visuals.
- b) Explain the role of visuals in advertising.

Q.4. Answer ANY ONE of the following. (1 x 12=12)

- c) What is the role of AIDA process in effective copywriting for posters?
- d) Discuss the different types of copy in advertising.

Q.5. Answer **ANY ONE** of the following.

(1 x 12=12)

- e) State and explain the post-testing methods of testing advertising effectiveness.
- f) What is “measuring advertising effectiveness”? How would you post test the effectiveness of advertising?

Q.6. Answer **ANY ONE** of the following.

(1 x 12=12)

- g) Discuss the principles for Client-Agency Relationship.
- h) Explain the reasons that can lead to termination of client-agency relationship.
