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**T.Y. B.com Semester V (CBCS) Ordinance
EXAMINATION OCTOBER 2019
Business Management Major III : Advertising Management**

[Duration : Two Hours]

[Total Marks :80]

Instructions:

- i) All questions are **compulsory**, however **internal choice** is available.
- ii) Answer sub-questions in Question 1 and Question 2 in not more than **100 words each**.
- iii) Answer to Question 3 to Question 6 must be of approximately **400 words each**.
- iv) Start **each** question on a **fresh** page.

Q.1 Answer **any four** of the following in approximately **100 words each**:

16 Marks

- a) Internet Advertising
- b) Cause Marketing
- c) Direct Media
- d) Importance of Illustration in Advertisement
- e) Layout of an Advertisement copy
- f) Essentials of an effective copy

Q.2 Answer **any four** of the following in approximately **100 words each**:

16 Marks

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

Q.3A) What is Advertising? Explain the benefits of Advertising.

12 Marks

OR

B) Discuss the various factors influencing the choice of an Advertising Media.

12 Marks

Q.4A) Explain the various types of Advertisement Copy with the help of appropriate examples.

12 Marks

OR

B) Explain the various types of illustration with the help of appropriate examples.

12 Marks

Q.5A) Explain the Concept of "Client Agency Relationship". Discuss the various Principles of Client Agency Relationship. **12 Marks**

OR

B) Discuss the various factors influencing the choice of an Advertising Agency. **12 Marks**

Q.6A) What is DAGMAR? Explain its merits and demerits. **12 Marks**

OR

B) Explain the Pre-testing methods of measuring advertising effectiveness. **12 Marks**