

Total No. of Printed Pages:01

T.Y. B.Com. (CBCS) (Semester-V)  
EXAMINATION NOVEMBER 2022

Business Management Major-III  
Advertising Management

[Duration : 2 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) Benefits of Advertising
  - b) Institutional Advertising
  - c) Advertising and Consumer Protection
  - d) Functions of Illustrations
  - e) Principles of effective Copywriting
  - f) Advertisement Layout
- Q.2** Answer **any four** of the following in approximately **100 words each**: **16 Marks**
- a) Advertising Agency Compensation
  - b) Career options available in Advertising field
  - c) Functions of an Advertising agency
  - d) Pre-testing methods of measuring Advertising effectiveness
  - e) Importance of Research in Advertising
  - f) Copy Research
- Q.3** A) Explain the various factors influencing the choice of an Advertising Media. **12 Marks**  
**OR**  
B) Explain the various factors influencing the growth of an Advertising Industry. **12 Marks**
- Q.4** A) Explain the various types of Advertisement copy with the help of appropriate examples. **12 Marks**  
**OR**  
B) Discuss the various types of illustrations with the help of appropriate examples. **12 Marks**
- Q.5** A) Explain the various factors influencing the choice of an Advertising Agency. **12 Marks**  
**OR**  
B) What is Client Agency Relationship? Explain the principles of Client Agency Relationship. **12 Marks**
- Q.6** A) What is DAGMAR? Explain its merits and demerits. **12 Marks**  
**OR**  
B) Discuss the various types of Post-testing methods of measuring Advertising effectiveness. **12 Marks**