Prabodhan Education Society's
Vidya Prabodhini College of Commerce, Edu., Comp. and Mgmt., Parvari Goa
TYBCOM SEMESTER END ASSESSMENT JUNE 2022
ADVERTISING MANAGEMENT (UCOD111)

Semester: V   **Duration:** 2 Hours   **Max Marks:** 80

Instructions:

- All questions are compulsory having *internal choice.*
- Figures to the right indicate *maximum marks allotted.*
- Answer *any 04* sub questions *in Q1 & Q2* in not more than *100 words each.*
- Answer questions of *Q3 to Q6* in not more than *400 words each.*

Q.1. Write a short note on *any four* of the following.   (4×4=16 marks)

  i. Types of advertising

  ii. Elements of advertising

  iii. Meaning of client turnover

  iv. Limitations of research in advertising

  v. Social responsibility in advertising.

  vi. Principles for effective copywriting for radio and television

Q.2. Write a short note on *any four* of the following.   (4 x 4= 16 marks)

  i. Integrated marketing communication

  ii. Essential components of copy

  iii. Meaning of client/agency relationship

  iv. Behavioural research in advertising

  v. Types of advertising agencies

  vi. Pre-testing method in advertising

Q.3. Answer the *any one* of the following.   (1 x 12= 12 marks)

a. Explain the benefits of advertising.

b. Discuss the factors influencing the growth of advertising.

Q.4. Answer the *any one* of the following.   (1 x 12= 12 marks)

a. Discuss about principles of effective layout in advertising.

b. What is meant by Illustration? Explain its functions.

Q.5. Answer the ___any one___ of the following.   (1 x 12= 12 marks)

a. Explain the functions performed by an advertising agency.

b. Discuss the career options available in advertising field.

Q.6. Answer the ___any one___ of the following.   (1 x 12= 12 marks)

a. Discuss the importance of research in advertising.

b. State the merits and demerits of DAGMAR.