

C.E.S. College of Arts and Commerce, Cuncolim, Salcette- Goa

S.Y.B. Com. Semester III end examination, Oct/Nov 2018.

Advertising (Applied Component)

Date : 24/10/18

Duration : 2 hours

Time 2-00 to 4-00 pm

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 question 3 to question 6 each in not more than 400 words
- iv) Figures to the right indicate maximum marks to the question/sub-question.

Q. 1. Answer any four of the following

(4x4=16marks)

- i) Radio Advertising
- ii) Advertising ethics
- iii) What is media planning ?
- iv) Steps in AIDA process
- v) Classification of consumers in advertising
- vi) Importance of research in advertising

Q.2. Answer any four of the following

(4x4=16 marks)

- i) Marketing research
- ii) What do you mean by selling points ?
- iii) Arbitrary method of preparing advertising budget
- iv) Friendly consumer
- v) Neon signs
- vi) Point of purchase advertising

Q.3. A) Explain the benefits of advertising to consumers and salesmen (12)

OR

Q.3.B) Explain the factors influencing the choice of media . (12)

Q.4.A) What is creativity in advertising ? Explain the role of creativity in advertising (12)

OR

Q.4.B) Explain the qualities of creative visualiser. . (12)

Q.5.A) State and explain the types of consumers. (12)

OR

Q.5.B) What are buying motives ? Explain the types of buying motives. (12)

Q.6.A) What is advertising budget ? Explain the factors to be considered while preparing advertising budget . (12)

OR

Q.6.B) What is Product Research ? Explain the importance of Product research in advertising . (12)

-X-X-X-