

THE C.F.S COLLEGE OF ARTS AND COMMERCE, CUNCOLIM, SALCETE, GOA.

S.Y.B.COM IV SEMESTER END EXAMINATION (Repeat Old Course) April 2019

SUBJECT:- ADVERTISING

PAPER CODE:

DURATION: 02 HOURS

MARKS: 80

DATE: 15/4/19

TIME: 2.00 pm to 4.00 pm

**INSTRUCTIONS:**

- a) All Questions are Compulsory
- b) Figures to the right indicate marks

**Q.1 Answer ANY FOUR from the following:**

**(4x4=16)**

- a) Copywriting.
- b) Advertising research.
- c) Any four functions of an advertising agency.
- d) Principles for effective copywriting for print.
- e) What is layout in Advertising?
- f) What is visual communication?

**Q.2 Answer ANY FOUR from the following:**

**(4x4=16)**

- a) Fee payment method of agency compensation.
- b) Layout in Advertising.
- c) Objectives of testing advertising effectiveness.
- d) What is Visual communication?
- e) Verbal symbols in Advertising.
- f) Guidelines for drafting a good copy.

**Q.3 A) State and explain the techniques of Visuals.**

**(12)**

OR

**Q.3 B) What is Slogan? Explain the guidelines for effective Slogan.**

**(12)**

**Q.4 A) Explain the principles of a good layout.**

**(12)**

OR

**Q.4 B) Describe in detail the elements of an Advertising.**

**(12)**

**Q.5 A) What do you mean by testing advertising effectiveness? State its importance.**

**(12)**

OR

**Q.5 B) Explain the post-testing methods of testing advertising effectiveness.**

**(12)**

**Q.6 A) What are the factors considered in selecting an Advertising agency?**

**(12)**

OR

**Q.6 B) Explain the functions of an advertising agency.**

**(12)**

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