

C.E.S COLLEGE OF ARTS AND COMMERCE, CUNCOLIM, SALCETE – GOA.

S.Y.B.COM IV SEMESTER END EXAMINATION, APRIL 2018

SUBJECT: ADVERTISING

DATE: 12/04/2018

TIME: 10.00AM -12.00NOON

DURATION: 2 HOURS

MAX.MARKS:80

INSTRUCTIONS:1) Attempt all questions.

2) Figures to the right indicate full marks.

3) Answer sub – question in Q1 and Q2 in not more than 100 words.

4) Answer questions 3 to 6 in not more than 400 words.

Q1) Answer the following questions. (ANY FOUR)

(16 marks)

- a) What is visual communication?
- b) Importance of visuals in advertising.
- c) Verbal symbols in advertising.
- d) Guidelines for drafting a good copy.
- e) Principles for effective copywriting for print.
- f) What is layout in advertising?

Q2) Answer the following questions.(ANY FOUR)

(16 Marks)

- a) Importance of testing advertising effectiveness.
- b) Explain the need for testing advertising effectiveness.
- c) Checklist method of testing advertising effectiveness.
- d) What is advertising agency?
- e) Guidelines for client in agent – client relationship.
- f) Commission method of agency compensation.

Q3 A) Explain the essentials of good visuals.

(12 Marks)

OR

Q3 B) What is slogan? Explain the guidelines for effective slogan.

(12 Marks)

Q4 A) Explain the elements of an advertising.

(12 Marks)

OR

Q4 B) Explain the Principles of effective copywriting for radio.

(12 Marks)

Q5 A) Explain the post – testing methods of testing advertising effectiveness.

(12 Marks)

OR

Q5 B) What is testing advertising effectiveness? Explain its objectives.

(12 marks)

Q6 A) Explain the functions of an advertising agency.

(12 marks)

OR

Q6 B) What are the reasons for client turnover in an ad agency?

(12 Marks)

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