

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY BCA, Semester-III, Semester End Examination, November 2023
GENERIC ELECTIVE COURSE
CAG-103 ADVERTISING

Duration: 2 Hour

Max Marks: 60

Instructions: i) All questions are compulsory.

ii) Figures to the right indicate full marks.

iii) Start each question on fresh page.

iv) There is internal choice for question from Q.2 to Q.6.

Q.1. A. Fill in the blanks

(5x1=05)

- a. During Ancient time(1 January 401 AD – 31 December 500 AD), _____ were used to disseminate information about goods or services.
- b. A _____ is an audio recording that provides information on timing and content with the intention of being used as a reference for the final (or replacement) audio.
- c. A _____ is a product launch which is done in a specific area or for a limited target audience to check the performance of the product and to make the required changes.
- d. A _____ is a research technique used to collect data through group interaction. A moderator uses a scripted series of questions or topics to lead a discussion among a group of people.
- e. The _____ advertisement are referred to as lightboxes and the reason for that is that they tend to dim the rest of the screen around them.

B. State whether True or False

(5x1=05)

- a. Online surveys usually generate unpredictable response rates and unreliable data.-
- b. Advertisements in which incomplete and misleading statistical and other information is given simply to attracting more consumers are unethical.
- c. Sponsorship advertising is a type of advertising where a company need not pay any amount to be associated with a specific event.
- d. A banner ad is an advertisement displayed on a web page that aims to drive traffic to the advertiser's website.
- e. When ad campaign is conducted at one state it is called as national campaign.

Q.2. A. Explain the advantages of Product relaunch.

(02)

B. Explain the purpose of Advertising.

(03)

C. Explain Principles for Ethical Advertising.

(05)

- Q.3. A.** Write a short note on Audio Recording and Sound design. (02)
- B.** Elaborate on the concept of Product Launch and their types. (03)
- C.** Briefly explain the steps involved in Product Launch. (05)
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- Q.4. A.** Before a product is launched, the company must perform STPD Analysis. Illustrate (02)
- B.** Describe the advantages of Product Launch (03)
- C.** Explain the features of Copyright Act. (05)
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- Q.5. A.** Briefly explain any one types of Powerful Print Advertising. (02)
- B.** Write a short note on Flash Banners and Interactive Advertising. (03)
- C.** Describe the meaning of Advertising Campaigns and provide insights into their various classifications. (05)
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- Q.6. A.** Explain the benefits of advertising photography. (02)
- B.** Write a short note on Computer Aided designs. (03)
- C.** Explain the contents of Advertising Contract. (05)