

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)
- 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)
- 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)
- 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)