Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
TY B.Com, Semester-V, Semester End Examination November 2023
Business Management DSE-3
Advertising Management (UCOD111)

Duration: 2hrs   **Max Marks:80**

Instructions:
1. All questions are compulsory
2. Answer sub question no 1 and question no 2 in not more than 100 words each
3. Answers to question no 3 to question no 6 in not more than 400 words each
4. Figures to the right indicate marks assigned to the questions.

1. **Answer the following in brief (any four)**   (4x4=16)

     a) What do you understand by Institutional Advertising
     b) Write a note on Internet Advertising
     c) Explain any 4 limitations of advertising
     d) Explain concept Advertisement Layout
     e) List any 4 Functions of illustrations
     f) Write a note on Cause Marketing

2. **Answer the following in brief (any four)**   (4x4=16)

     a. What is a Full service Ad Agency
     b. Write a note on Ad agency Compensation
     c. Explain the concept Copy research
     d. Explain the Importance of Research in Advertising
     e. List the reasons for Client turnover
     f. Write a note on Advertising Effectiveness

3. A) Explain the types of advertisement copy with the help of appropriate examples   (12 Marks)

OR

3B) Discuss the various advertising Media with the help of appropriate examples.   (12 Marks)

4. X) Discuss the various factors influencing the choice of advertising media for the advertiser   (12 Marks)

OR

Y) Discuss the various types of illustrations with the help of examples   (12 Marks)

5. A) Explain the principles of client agency relationship   (12 marks)

OR

B) State and explain the different factors influencing the choice of an Advertising agency   (12 marks)

6. X) Explain the DAGMAR approach   (12 Marks)

OR

Y) Explain the Post testing methods of determining advertising effectiveness.

(12 Marks)