

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA, GOA
B. COM. (SEMESTER – III) EXAMINATION, OCTOBER 2016
ADVERTISING

Duration: 2 Hours

Marks: 80

Q.1. Answer any four of the following in about 100 words. (16)

- a) Discuss the impact of advertising on consumers price.
- b) What is standard of living? Does advertising improve or destroy standard of living?
- c) "Advertising affects children negatively". Explain the statement.
- d) Explain the motive of buying the following products:
 1. Sport shoes
 2. Gold Jewellery
 3. Home Theatre
 4. Tattoo
- e) Write a short note on Print Media.

Q.2. Answer any four of the following in about 100 words. (16)

- a) Which is easier to handle a silent Customer or a talkative Customer - Justify your answer.
- b) Write a short note on Media Planning and scheduling.
- c) Explain why Product research is important.
- d) Explain how to handle impulsive customers with an example.
- e) Explain any two type of outdoor media.

Q. 3. Explain the advantages of advertising to Consumers. (12)

OR

Explain the Benefits of advertising to manufacturers.

Q. 4. Explain the adverting code followed by ASCI. (12)

OR

Explain the various types of unethical advertisement.

Q. 5. Explain the different types of motives. (12)

OR

Explain the different types of Customers.

Q.6. Explain the factors influencing Advertising budget. (12)

OR

Explain the different types of Budgets.