

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE
AND ECONOMICS, PONDA-GOA
B.COM. (SEMESTER – III) EXAMINATION, OCTOBER 2017
ADVERTISING

Duration: 2 Hours

Marks: 80

Instructions:

- a) All questions are compulsory however internal choice is available.
- b) Answer sub-questions in Q. 1 and Q. 2 in not more than 100 words each.
- c) Answer question 3 to 6 in not more than 400 words each.
- d) Figures to the right indicate maximum marks to the Question.

Q1. Write short notes on **any four** of the following : (4 x 4 = 16)

- a) 'The essence of advertising is creativity'. Explain the statement.
- b) How does Advertising help in removing misunderstanding? Explain with an example.
- c) 'Advertising tends to develop monopolies'. What is your opinion, justify your statement.
- d) Write a short note on women consumers.
- e) Explain the concept of motive. Why is it important for the advertiser to know it?

Q 2. Answer in brief **any four** of the following : (4 x 4 =16)

- a) What is the relation between advertising and standard of living?
- b) How will you deal with a rural customer as a salesman?
- c) Write a short note on Consumer Research
- d) Who according to you is easier to handle an impulsive customer or an undecided customer?
- e) Explain the motive for purchasing the following products
 1. Double door refrigerator
 2. Shares
 3. Tour packages
 4. Organic food

Q 3 a) Explain twelve forms of unethical advertising. (12)

OR

- b) Explain twelve advantages of advertising to the consumers.

Q 4 a) Explain twelve types of motives. (12)

OR

- b) Explain twelve types of customers.

Q 5 a) Explain the factors which affect advertising budget. (12)

OR

- b) Explain the advantages of Market research

Q 6 a) Explain twelve clauses in the Doordarshan code for advertising. (12)

OR

- b) Explain the concept of 'Appeals' and Explain the appeals for the following products:

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|-------------------------|----------------------------|
| i) Nirma washing powder | vi) Pantanjali cooking oil |
| ii) Dairy milk | vii) Sun glasses |
| iii) Eggs | viii) Lipstick |
| iv) Frutics shampoo | ix) Nerolac wall paint |
| v) A trip to Dubai. | |

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