

**Goa Vidyaprasarak Mandal's**  
**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND**  
**ECONOMICS, PONDA - GOA**  
**B. COM. (SEMESTER- IV) EXAMINATION, APRIL 2018**  
**ADVERTISING**

Duration: 2 Hours

Marks: 80

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Instructions: 1. All questions are compulsory.

QI. Answer the Following Question. Answer any **four**. (16)

- a) What are verbal Symbols? Explain with the help of examples.
- b) To advertise Pesticides which media would you choose television or radio? Justify your answer.
- c) Logos helps to increase the value of the brand. Explain the statement with reference to importance of logos
- d) What are the basic Principles to be taken care of while designing a Poster?
- e) Making a humorous advertisement is tricky. Explain why.
- f) Explain the Concept 'layout' in an advertisement.

Q II Write Short Notes on the Following. Answer any **four**. (16)

- a) Division of space in a layout
- b) Advertising Agencies
- c) Client Turnover
- d) Essentials for designing a poster
- e) Projective Techniques
- f) Components of a copy.

QIII Answer any **one**. (12)

- x) What are the essentials of a Trade Mark? Explain with the help of examples.

**OR**

- y) What are the functions of a Trade Mark?

QIV Answer any **one**. (12)

- x) Explain 12 types of Copies.

**OR**

- y) ) Explain the Principles as on effective advertisement layout.

QV Answer any **one**. (12)

- x) Explain the Pre- testing Methods to measure the advertising Effectiveness.

**OR**

- y) Explain the importance of Measuring Effectiveness of an advertisement.

Q VI Answer any **one**. (12)

- x) Explain the reasons for client turnover.

**OR**

- y) What are the Factors influencing the choice of an advertising agency.

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