

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

Duration: 2 Hours

Marks: 80

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

- a) Write a short note on types of magazines.
- b) Explain any two types of indoor media.
- c) Write a short on Economic growth.
- d) Explain the relation between advertising and standard of living.
- e) 'Advertising affects children negatively'. Explain the statement.

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

- a) Discuss the impact of advertising on adults.
- b) Write a short note on outdoor Media.
- c) Write a short note on media scheduling.
- d) Explain why TV advertisement is a powerful media of advertising.
- e) Explain the importance of Consumer Protection Act.

Q.3. Distinguish between advertising and publicity. (12)

OR

Explain the importance of advertising in today's world.

Q.4. Explain all forms of unethical advertising. (12)

OR

Explain the benefits of advertising to customers.

Q. 5. Explain the importance of product research. (12)

OR

Explain the importance of market research.

Q.6. Explain all types of motives in detail. (12)

OR

Explain all types of advertising budgets.

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