

**Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE
AND ECONOMICS, PONDA-GOA
B.COM. (SEMESTER – III) SUPPLEMENTARY EXAMINATION,
MAY/JUNE 2018
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) "Advertising is non personal presentation". Explain the statement.
- b) How does advertising help to facilitate quick shopping?
- c) Write a short note on women customer.
- d) Write a short note on Motives.
- e) Write a short note on Media planning and scheduling.

Q2. Answer in brief **any four of the following :** (4 x 4 = 16)

- a) Write a short note on Creativity in advertising.
- b) What is a selling point how is it important for an advertiser?
- c) How does advertising affect children negativity?
- d) Explain the importance of research in advertising.
- e) Explain how you will handle on argumentative customers.

Q3.a) Explain twelve forms of unethical advertising. (12)

OR

- b) Explain advantages of advertising to the retailers.

Q4 a) Explain twelve types of motives. (12)

OR

- b) Explain twelve types of customers.

Q5 a) Explain the factors which affect advertising budget (12)

OR

- b) Explain the advantages of advertising research

Q6 a) Explain the clauses in the Doordarshan code for advertising. (12)

OR

- b) What are the limitations of advertising. (12)

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