

B.COM.(SEMESTER –IV) EXAMINATION—APRIL 2015
ADVERTISING(NEW Syllabus)

Duration: 2 hours

Marks: 80

INSTRUCTIONS:

- 1) **All question are compulsory.**
- 2) **Figures to the right indicate full marks.**

Q.1) Answer **ANY FOUR** of the following. (16)

1. Define Slogan and write the guidelines for writing effective slogans.
2. Write a Short note on Advertising Agency.
3. Explain what is a pre testing method, why it is required?
4. What are the requisites for effective poster? Explain any four points.
5. Explain the concept of Optical centre with diagram.
6. Write a Short Note on client turnover.

Q.2) Answer **ANY FOUR** of the following. (16)

1. Explain any four types of Copy.
2. Write benefits of Advertising Effectiveness.
3. Which features you have to remember while writing a copy for print Advertisement?
4. Name the personality you choose to advertise following products.
1. Sports Shoes 2. Books 3. Cosmetics 4. A fitness DVD
5. Explain any Four points of essentials of good visuals.
6. Explain any four types of logos which are used in market.

Q.3) Answer **ANY ONE** of the following. (12)

- i) Write a poster script to create awareness in society- Stop Female Foeticide

OR

- ii) Write a TV script for advertising New brand of Ice cream.

Q.4) Answer **ANY ONE** of the following. (12)

i) Write all post testing methods of advertising effectiveness.

OR

ii) Explain need for testing advertising effectiveness of both the methods.

Q.5) Answer **ANY ONE** of the following. (12)

i) Write a radio script for advertising "Save water Campaign".

OR

ii) Explain Anatomy of an Advertisement with the help of diagram.

Q.6) Answer **ANY ONE** of the following. (12)

i) Write a difference between Advertising Agency and Advertising Department.

ii) Write a difference between Copy and Layout.

OR

ii) Explain any two methods used for compensation payment to an advertising agency.

====ALL THE BEST====