

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE & ECONOMICS
PONDA-GOA
B.COM. (SEMESTER-III) SUPPLEMENTARY EXAMINATION, MAY/JUNE 2016
ADVERTISING -I

Duration: 2 Hours

Marks: 80

Instructions: 1. All questions are compulsory.

2. Answer sub-questions in Question no. 1 and Question no. 2 in not more than 100 words each.

3. Answer Questions no. 3 to Question no. 6 in not more than 400 words each

4. Figures to the right indicate maximum marks to the questions

Q1. Answer **any 4** of the following questions: (4x4=16 Marks)

- a) What is the future of advertising?
- b) What are buying motives?
- c) Explain four qualities of a creative visualiser.
- d) What is marketing research?
- e) Explain consumer research.
- f) What is media scheduling?

Q2. Answer **any 4** of the following questions: (4x4=16 Marks)

- a) What are the six Ms of Advertising?
- b) What is the concept of the Creative Pyramid?
- c) What do you mean by selling points?
- d) Explain the term media research.
- e) What is an advertising budget?
- f) Explain the term media planning.

Q3. a) Explain the various types of advertising media. (12 marks)

OR

b) What are the various forms of unethical advertising? (12 marks)

Q4. a) What do you mean by the Creative Visualisation Process? Explain the steps involved.

OR

(12 marks)

b) Explain the AIDA Process with the help of a diagram. (12 marks)

Q5. a) What are the various types of buying motives? (12 marks)

OR

b) What are the various types of advertising appeals? (12 marks)

Q6. a) Explain the importance of the terms media planning and media scheduling. (12 marks)

OR

b) What are the various factors that influence the allocation of funds for advertising?(12 marks)

Duration: 2 Hours

Marks: 80

Instructions: 1. All questions are compulsory.

2. Answer sub-questions in Question no. 1 and Question no. 2 in not more than 100 words each.

3. Answer Questions no. 3 to Question no. 6 in not more than 400 words each.

4..

Q1 Answer **any 4** of the following questions:

(4x4=16 Marks)

- g) What is the future of advertising?
- h) What are buying motives?
- i) Explain four qualities of a creative visualiser.
- j) What is marketing research?
- k) Explain consumer research.
- l) What is media scheduling?

Q2 Answer **any 4** of the following questions:

(4x4=16 Marks)

- g) What are the six Ms of Advertising?
- h) What is the concept of the Creative Pyramid?
- i) What do you mean by selling points?
- j) Explain the term media research.
- k) What is an advertising budget?
- l) Explain the term media planning.

Q3 a) Explain the various types of advertising media.

(12 marks)

OR

b) What are the various forms of unethical advertising?

(12 marks)

Q4 a) What do you mean by the Creative Visualisation Process? Explain the steps involved.

(12 marks)

OR

b) Explain the AIDA Process with the help of a diagram.

(12 marks)

Q5 a) What are the various types of buying motives?

(12 marks)

OR

b) What are the various types of advertising appeals?

(12 marks)

Q6 a) Explain the importance of the terms media planning and media scheduling.

(12 marks)

OR

b) What are the various factors that influence the allocation of funds for advertising?

(12 marks)
