

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS
PONDA-GOA
B.COM. (SEMESTER-IV) EXAMINATION, APRIL 2016
ADVERTISING-II

Duration: 2 hours

Marks: 80

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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 Question no. 3 to Question no. 6 in not more than 400 words each.
4. Figures to the right indicate maximum marks to the questions.

- Q 1. Answer **ANY FOUR** of the following: (4x4=16)
- a. What does the term visual mean? Explain any three elements of visuals.
 - b. Explain any four principles of effective layout.
 - c. Explain any four principles of effective copywriting for radio.
 - d. Why is it necessary to test advertising effectiveness?
 - e. Explain the term advertising agency and state three needs for an advertising agency.
 - f. Explain four principles of client-agency relationship.
- Q 2. Answer **ANY FOUR** of the following: (4x4=16)
- a. What are verbal and non-verbal symbols?
 - b. What is the meaning of the term copy? Explain the first three stages of copywriting.
 - c. Explain four post-testing methods of advertising testing.
 - d. Explain four advantages of testing advertising effectiveness.
 - e. Explain any four factors that influence the choice of an advertising agency.
 - f. What is agency compensation? List the various types of agency compensations.
- Q 3. (i) Explain the various types of visual communication. (12)
- OR**
- (ii) What are the essentials of a good visual?
- Q 4. (i) What are the various elements of an advertisement? (12)
- OR**
- (ii) Explain twelve types of copies.
- Q 5. (i) Explain the pre-testing methods of testing advertising effectiveness. (12)
- OR**
- (ii) Explain the objectives of advertising testing.
- Q 6. (i) Explain the various functions of an advertising agency. (12)
- OR**
- (ii) Explain the various reasons that lead to client turnover.

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G.V.M's
G.G.P.R COLLEGE OF COMMERCE & ECONOMICS
Farmagudi, Ponda- Goa.

B.Com. Semester IV
Semester End Examination, May/June 2016
ADVERTISING II (Supplementary)

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 Question no. 3 to Question no. 6 in not more than 400 words each.
4. Figures to the right indicate maximum marks to the questions.

Q 1. Answer **any four** of the following: **(4x4=16**

marks)

- a. What is visual communication?
- b. State the stages of copywriting.
- c. Explain four elements of an advertisement.
- d. What is advertising testing? Explain three objectives of advertising testing.
- e. Explain four reasons for client turnover.
- f. What are the functions of an advertising agency? (Any four)

Q 2. Answer **any four** of the following: **(4x4=16 marks)**

- a. Explain the importance of visuals in advertising.
- b. Explain any four types of copies.
- c. Explain any four needs for pre-testing of advertisements?
- d. What are the advantages of testing advertising effectiveness?
- e. Explain any four guidelines provided to both parties in a client-agency relationship.
- f. Explain any two types of agency compensation.

Q 3. (i) What are signs and symbols? Provide ten examples of signs and symbols. **(12 marks)**

OR

(ii) Explain the various types of visuals.

Q 4. (i) Explain twelve principles of effective layout. **(12 marks)**

OR

(ii) Explain the principles of effective copywriting with regard to television.

Q 5. (i) Explain the post-testing methods of testing advertising effectiveness. **(12 marks)**

OR

(ii) Explain the needs for post-testing of advertisements.

Q 6. (i) What are the various factors that influence the choice of an advertising agency? **(12 marks)**

OR

(ii) Explain the various suggestions for the agency with regard to client-agency relationship.