Goa Vidyaprasarak Mandal's Gopal Govind Poy Raiturcar College of Commerce and Economics Ponda – Goa

B.COM.(SEMESTER -III) EXAMINATION (New Syllabus), OCTOBER 2014 **ADVERTISING 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. 1. Define Creativity and write advantages of creativity in Advertising. 2. Explain factors influencing growth of advertising. 3. Explain impact of advertising on Consumer choice. 4. Write a note on Consumer Research. 5. What do you understand by an appeal in advertising? How it is related to the psychology of consumer? 6. What is standard of living? Does advertising improve or destroy standard of living? Q.2) Answer ANY FOUR of the following. (16)1. Explain factors influencing choice of media. 2. Explain meaning of Advertising budget with its features. 3. Write a note on Marketing research. 4. Why AIDA model is also called as think, feel and do model? 5. Explain motives behind purchase of following articles. 1) Sport Shoes 2) Laptop 3) Cosmetics 4) Washing powder 6. Explain concept of Integrated marketing communication. Q.3) Answer ANY ONE of the following. (12)i) Explain Creative Pyramid in detail. ii) Explain concept of creativity in advertising and discuss qualities of Creative Visualiser. Q.4) Answer ANY ONE of the following. (12)i) Explain 6 primary and 6 secondary objectives of Advertising. OR ii) Discuss any 12 factors of future of advertising.



Q.5) Answer ANY ONE of the following.

(12)

i) Explain methods of preparing Advertising Budget.

ii) Write meaning of Media planning and explain steps in Media planning.

Q.6) Answer ANY ONE of the following.

(12)

i) Explain any 12 types of consumers.

OR show has viivineed entired ii) Explain definition and classification of advertising appeal and write any 10 advertising appeals.