

**Goa Vidyaprasarak Mandal's**  
**Gopal Govind Poy Raiturcar College Of Commerce and Economics**  
**Ponda-Goa**  
**B.Com. (Semester - IV) Examination, April 2017**  
**ADVERTISING**

Duration: 2 Hours

Marks: 80

Instructions:

- i) All questions are compulsory however internal choice is available.
- ii) Answer sub-questions in Q. 1 and Q. 2 in not more than 100 words each.
- iii) Answer question 3 to 6 in not more than 400 words each.
- iv) 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) Explain what are verbal and non verbal symbols with examples.
- b) What is the difference between comparison and contrast copy?
- c) Briefly, explain the “ attitude measurement method”. What is its benefit to the company?
- d) What is client turn over? Why is it necessary to control it?
- e) Explain the importance of colour in an advertisement, when is it used?

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

- a) What is the difference between, Mood copy and Humorous copy.  
Which one is more appropriate to sell a new brand of cough syrup?
- b) Explain the importance of radio advertising, when and where is it used?
- c) Write a short note on advertising agency.
- d) Explain the essential factors required to make a Trade mark effective.
- e) Write a short note on social advertising

Q3 x) Explain the principles of an effective layout. (12)

**OR**

- y) Explain the principles to be kept in mind while designing a poster. (6)
- z) What are the basic principles of writing a radio advertisement/jingle? (6)

Q4 x) Explain 6 methods to pre test an advertisement. (12)

**OR**

- y) Explain the importance of pre testing for an advertising agency.

Q5 x) What are the various functions undertaken by the Advertising agency? (12)

**OR**

- y) What are the factors to be kept in mind while choosing an Agency?

Q6 x) Explain twelve types of copies. (12)

**OR**

- y) What are the various elements of an advertisement?

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