

**Goa Vidyaprasarak Mandal's**  
**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND**  
**ECONOMICS, PONDA -GOA**  
**B. COM. (SEMESTER - IV) SUPPLEMENTARY EXAMINATION**  
**MAY/JUNE 2018**  
**ADVERTISING**

Duration: 2 Hours

Marks: 80

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**INSTRUCTIONS**

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

**QI. Answer any four of the following:** (16)

- i) Write a short note on logos and trade marks.
- ii) Explain the Elements of an advertisement.
- iii) Explain any four functions of an advertising agency
- iv) Explain what is post testing methods, why is it required?
- v) Write a short note on Client turnover and why it happens.

**QII. Answer any four of the following:** (16)

- i) Name any four logos which are duplicated in the market.
- ii) Explain what is optical centre with the diagram.
- iii) What are the features you have to remember while writing a Radio advertisement?
- iv) Write a short note on Advertising agency.
- v) Explain how you will choose your advertising agency.

**QIII. Answer any one of the following:** (12)

- i) Write a script on Radio advertisement on the topic 'Save frogs'

**OR**

- i) Explain the different types of copies

**QIV. Answer any one of the following :** (12)

- i) Write a script on TV advertisement on the product 'footwear'. (12)

**OR**

- ii) Explain the principles of Effective layout.

**QV. Answer any one of the following :** (12)

- i) Design a poster on the event 'MOSAIC'

**OR**

- i) Explain the different methods of advertising agency compensation.

**QVI. Answer any one of the following:** (12)

- i) Explain all the methods of pre testing advertising effectiveness

**OR**

- ii) Explain the importance of testing advertising effectiveness.

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