

Goa Vidyaprasarak Mandal's
Gopal Govind poy Raiturcar College of Commerce &
Economics
Ponda Goa

GOV. G. G. POY RAITURCAR
COLLEGE OF COMMERCE & ECONOMICS
LIBRARY

SEMESTER VI, ISA-III MARCH 2014
ADVERTISING

Marks: 15

Duration: 45 min

Q.I. Answer the following:

- a) Describe the various stages defined in the AIDA model to understand a consumer's journey from ignorance of a product to its purchase. (4 mks)
- b) Define online Advertising? Discuss the various types of online advertisements used by the advertiser. (5 mks)
- c) Explain the following: (2 x 3 mks)
- Copywriting
 - Typography
 - Advertising Agency
