

GVM's GGPR College of Commerce & Economics,
Farmagudi- Ponda, Goa.

B.C.A. (Semester VI) Intra Semester Assessment (ISA) III- Test, March 2020

ADVERTISING

Duration: 45 minutes

Marks: 15

Q1 Explain the following: (5 Mks)
a) Copywriting
b) Elements of a Copy

Q2 What are the advantages of television advertising? (5Mks)

Q3 A) What is Advertising Appeal? (2 ½ Mks)

Q3 B) Enumerate the significance of ethics in the field of advertising (2 ½ Mks)