

B.C.A. (Semester - VI) Examination, April 2019
NCS Elective : ADVERTISING

Duration : 2 Hours

Max. Marks : 50

Instructions : 1) **All** questions are **compulsory**, there is an internal choice from Q. 2 - Q. 5) i.e (A B or X Y).
2) Figures to the **right** indicate **full** marks.

1. Explain the following concepts in **3 - 4** lines **each** : (5x2=10)

- A) Sound Design
- B) Artiste Management
- C) Publicity
- D) Interactive ads
- E) Tagline.

2. Answer the following questions. (5x2=10)

- A) What is advertising ? How is advertising a boon to society ?
- B) Enumerate the significance of ethics in the field of advertising.

OR

- X) "An advertising agency acts as an adviser and consultant of its client". Discuss the statement.
- Y) With the help of suitable examples, explain show sponsoring.

3. Answer the following questions. (5x2=10)

- A) State the different methods of testing advertising effectiveness.
- B) How do celebrity endorsements help in increasing sales ? Illustrate you answer with suitable examples.

OR

- X) What are advantages of television advertising ?
- Y) What is the role of graphic design in creative advertising ?

4. Answer the following questions. (5x2=10)

- A) What are the responsibilities of an account executive ?
- B) What are banner ads ? How would you design a good banner ad.

OR

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X) What is consumer advertising ?

Y) What are the elements of a copy ?

5. Answer the following questions : (5x2=10)

A) What are the advantages of photography in advertising ?

B) How do contests increase sales and create a favourable image among consumers ?

OR

X) Write a short note on laws affecting advertising.

Y) Highlight the advertising strategy adopted by Amul in promoting its products through various campaigns in India.