

**Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA-GOA
B.C.A. (SEMESTER-VI) EXAMINATION, AUGUST 2020
NCS ELECTIVE: ADVERTISING**

Duration: 2 Hours

Marks: 30

Instructions: 1) All questions are compulsory however internal choice is available.
2) Figures to the right indicate full marks.

Q. 1. Explain any FIVE of the following concepts in 3-4 lines each: (5×2=10)

- A) Jingle
- B) Media Planning
- C) Publicity
- D) Banner Ads
- E) ASCI Code
- F) Sound Design
- G) Client –agency Relationship
- H) Show Sponsoring

Q.2. Answer any FOUR of the following question each question carries 5 marks each. (5×4=20)

- A) What is the role of ethics in advertising?
- B) Discuss how advertising changes with the different stages of product in its life cycle.
- C) What do you mean by celebrity endorsement?
- D) What are the advantages and disadvantages of outdoor advertising?
- E) What do you mean by advertising campaign?
- F) Discuss any two laws regulating advertising in India.

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