

**Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE
AND ECONOMICS, PONDA-GOA
B.C.A. (SEMESTER-VI) EXAMINATION, JULY 2021
NCS Elective: ADVERTISING**

Duration: 2 Hours

Max. Marks: 25

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

Q.1) Answer the following questions (Any Five): **(5×2=10)**

1. Advertising Ethics
2. Sound Design
3. Publicity
4. Show sponsoring
5. Continuity
6. Copyrights
7. Lettering & Typography
8. Online advertising

Q.2) Answer the following questions (Any Three): **(3× 5=15)**

1. Write short note on history of advertising.
2. Discuss the main features of ASCI Code
3. Discuss how advertising changes with the different stages of product in its life cycle.
4. What do you mean by appeals in advertising? Give examples
5. What are the advantages of magazines and journals in advertising?
6. What is the role of graphic designs in influencing consumers?

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