

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS
PONDA-GOA
B.COM. (SEMESTER-IV) SUPPLEMENTARY EXAMINATION
MAY/JUNE 2016
ADVERTISING-II

Duration: 2 hours

Marks: 80

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Instructions:

1. All questions are compulsory.
2. Answer sub-questions in Question no. 1 and Question no. 2 in not more than 100 words each.
3. Answer Question no. 3 to Question no. 6 in not more than 400 words each.
4. Figures to the right indicate maximum marks to the questions.

Q 1. Answer **any four** of the following: **(4x4=16)**

- a. What is visual communication?
- b. State the stages of copywriting.
- c. Explain four elements of an advertisement.
- d. What is advertising testing? Explain three objectives of advertising testing.
- e. Explain four reasons for client turnover.
- f. What are the functions of an advertising agency? (Any four)

Q 2. Answer **any four** of the following: **(4x4=16)**

- a. Explain the importance of visuals in advertising.
- b. Explain any four types of copies.
- c. Explain any four needs for pre-testing of advertisements?
- d. What are the advantages of testing advertising effectiveness?
- e. Explain any four guidelines provided to both parties in a client-agency relationship.
- f. Explain any two types of agency compensation.

Q 3. (i) What are signs and symbols? Provide ten examples of signs and symbols. (12)

OR

(ii) Explain the various types of visuals.

Q 4. (i) Explain twelve principles of effective layout. **(12)**

OR

(ii) Explain the principles of effective copywriting with regard to television.

Q 5. (i) Explain the post-testing methods of testing advertising effectiveness. **(12)**

OR

(ii) Explain the needs for post-testing of advertisements.

Q 6. (i) What are the various factors that influence the choice of an advertising agency? **(12)**

OR

(ii) Explain the various suggestions for the agency with regard to client-agency relationship.

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