

Goa Vidyaprasarak Mandal's
Gopal Govind Poy Raiturcar College of Commerce and Economics
Ponda - Goa
B.Com. (Semester-IV) Supplementary Examination, May/June 2017
ADVERTISING

Duration: 2 Hours

Marks: 80

Instructions:

- i) All questions are compulsory however internal choice is available.
- ii) Answer sub-questions in Q.1 and Q.2 in not more than 100 words each.
- iii) Answer question 3 to 6 in not more than 400 words each.
- iv) Figures to the right indicate maximum marks to the Question.
- v) Figures to the right indicate full marks.

Q I. Answer **any four** of the following. (16)

- a) Write a short note on Copy writing.
- b) Explain what are Verbal Symbols
- c) What is the importance of having a good 'Layout'
- d) Write a short note on 'Illustrations'.
- e) What is the difference between Humorous Copy and Mood copy?
- f) Write a short note on advertising agency

Q II. Answer **any Four** of the following. (16)

- a) Write a short note on TV Advertising.
- b) Write a short note on Radio Advertising.
- c) Explain any Four features of an effective Posters.
- d) What is the importance of Colour in advertising?
- e) Explain four Methods.
- f) Write a short note on Client turnover.

Q III. Answer **any one** of the following. (12)

- A) Explain the different methods of pre testing on advertisement.

OR

- B) Explain the different methods of post testing on advertisement.

Q IV. Answer **any One** of the following. (12)

- A) Explain the factors to remember while designing a poster.

OR

- B) Explain what is "Projective Techniques" and explain all the four methods under it with examples.

QV. Answer **any one** of the following. (12)

- A) Explain the different methods of Advertising compensation methods.

OR

- B) What are the advantages of going to an advertising agency to advertise?

Q V. Answer **any one** of the following. (12)

- A) Write a Radio advertising script for promoting reduced use of plastics

OR

- B) Explain the factors to be borne in mind while choosing an advertising agency.