



RES - 09

B.C.A. Semester – VI (Revised) Examination, April 2014  
NON COMPUTER SCIENCE  
Elective : Advertising

Duration : 2 Hours

Max. Marks : 50

**Instructions :** 1) **All questions are compulsory.**

2) **Figures to the right indicate full marks.**

3) **Draw diagrams wherever necessary.**

1. Answer the following :

(2x5=10)

- 1) Define 'Subliminal Advertising'.
- 2) Define Marketing Communication (MARCOM).
- 3) Write any two advantages of Hoarding.
- 4) Write any two advantages of using Mascots in an advertisement.
- 5) Explain briefly 'Public Service Advertising'.

2. Answer the following :

(5x2=10)

- A) Advertising is sometimes called as social waste of resources. Comment.
- B) Discuss any two laws regulating advertising in India.

OR

- X) Explain the DAGMAR approach in advertising.
- Y) Discuss the role of ASCI in regulating advertising in India.

3. Answer the following :

(5x2=10)

- A) Elaborate on Newspaper Advertising and Radio Advertising as a media used to advertise for a product.
- B) Explain the various factors that an advertiser must keep in mind while designing an advertising campaign.

OR

- X) Discuss the various factors affecting the choice of media to advertise.
- Y) What do you mean by Advertising Campaign ? Discuss the various steps involved in developing an Advertising Campaign.

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4. Answer the following :

(5x2=10)

- A) What do you mean by Advertising Agency ? Discuss its functions.
- B) What do you mean by Consumer Advertising and Industrial Advertisings ?

OR

- X) Client-Agency relationship is very important for the success of an advertising campaign. Discuss.
- Y) Discuss the different types of online advertising.

5. Answer the following :

(5x2=10)

- A) What do you mean by Advertising Copy ? Explain the various elements of a print advertising copy.
- B) Elaborate on any two types appeals used in advertising with help of a suitable example.

OR

- X) What are the requirements of an effective advertising copy.
- Y) What do you mean by Non-Probability Sampling ? Discuss the various methods of Non-Probability Sampling.