

VI Semester B.Com. Examination, April/May 2015
(Repeaters) (Prior to 2014-2015)

Commerce

Paper – 6.5 : Elective Paper – III : ADVERTISING MANAGEMENT
(100 Marks – 2013-14 only/90 Marks Prior to 2013-14)

3 Hours

Max. Marks : 90/100

- Instructions :** 1) Answer should be **completely** written either in **English** or in **Kannada**.
2) Section A, B, C - Common to all students.
3) Section D - Compulsory for 100 marks paper.

SECTION – A

Answer any 10 sub-questions. Each sub-question carries 2 marks. (10×2=20)

- Define advertisement.
- What is an Advertising Campaign ?
- Give the meaning of DAR Test.
- What is Media Planning ?
- What are the features of an ad agency ?
- Define morality in Advertising.
- What do you mean by slogans ?
- What is meant by window display ?
- Which major institutions facilitate advertising function ?
- Differentiate between campaign and advertising.
- What factors influence Media Selection ?
- List the steps in advertising budget process.

SECTION – B

Answer **any 5** questions. **Each** question carries **five** marks.

2. What are the ethical issues of advertising ? Explain.
3. How are advertising plans prepared ? Describe.
4. Explain the art of copy writing.
5. What is Media scheduling ? Explain the various strategies of media scheduling.
6. What factors must be considered while selecting a suitable agency by the advertiser ?
7. Explain the Role of Media in advertising management.
8. State the objectives of Advertisement.

SECTION – C

Answer **any 3** questions. **Each** question carries **15** marks.

9. Explain the development of modern advertising.
10. What is Media Planning ? Explain the factors influencing media planning.
11. Explain in detail ethical and economic aspects of advertising.
12. Give brief note on the following :
 - 1) News paper
 - 2) Magzines.
13. What are the two main media of advertising ? Explain their relative merits and demerits.

SECTION – D

Answer the following **compulsory** question.

14. Discuss the functions, features and structure of a typical ad agency ?