

Unique Paper Code : 22417510

Name of the Paper : Advertising

Name of the Course : B.Com Hons.

Semester : V

Paper No : 5.4 DSE Group

Duration: 3 hours

Maximum Marks: 75

Attempt any four questions. All questions carry equal marks.

Q1 “Senders must be aware of the receivers or audience they want to reach and the responses they want”. In the light of the above statement explain the various elements of the communication process? Also explain the various hurdles to communication.

Q2 “In our factories, we produce cosmetics, but in our drug stores we sell hope.”- Charles Reuson from Revlon. In the light of the above statement explain how advertising is a powerful tool of promotion?

Q3 What are the essentials for an effective advertising copy for print media? Also explain how does effective visual, slogan, logo, colour and proper illustration help in capturing the attention of the target audience?

Q4 “Radio as a broadcast media is reinventing itself as Internet Radio and FM radio”. By giving suitable examples mention the merits and demerits of radio advertising?

Q5 What are advertising agencies? Discuss the various types of advertising agencies? How can agency and client relationship remain cordial? Also mention any two large advertising agencies in India?

Q6 “Legal rules, code of conduct and ethics are three pillars of healthy advertising environment”. Comment mentioning the laws available to protect Indian consumers against misleading advertisements.

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