

# BOARD OF TECHNICAL EDUCATION

PORVORIM-GOA

November, 2008 Examinations

Programme: MODERN OFFICE PRACTICES

Course/Subject: ADVERTISING MANAGEMENT (5614)

Time Duration: 3 Hrs.

Max. Marks: 100

**INSTRUCTIONS:** 1. All Questions are compulsory.  
2. Figures to the right indicate full marks.  
3. Assume suitable additional data if required.

**Q. I Answer any Four of the following:** (4x5=20)

- a) Discuss the Role of Advertising in the society.
- b) What is an Advertising Agency? Briefly discuss its features.
- c) What are the significance of an advertising plan?
- d) Explain the different types of advertising copy.
- e) Discuss the different kinds of art-work.
- f) How does Public relations contribute towards advertising?

**Q. II Answer any Four of the following:** (4x4=16)

- a) Distinguish between Propaganda & Advertising.
- b) Why does the Government regulate advertising?
- c) Explain the Evolution of modern advertising.
- d) Explain the major components of the advertising industry.
- e) How does advertising help the manufactures?

**Q. III Answer any Four of the following:** (4x4=16)

- a) Discuss the different ways of regulating advertising.
- b) Explain the functions of an advertising agency towards media owners.
- c) Explain the relationship between marketing-mix & advertising.
- d) Briefly discuss the psychological determinants of consumer behaviour.
- e) What are the various kinds of consumer behaviour?

**Q. IV Answer any Four of the following:** (4x4=16)

- a) Discuss client - Agency relationship.
- b) Explain the factors influencing the size of the advertising budget.
- c) What are the effects of marketing plan on advertising?
- d) Explain the advertising budget procedure.
- e) Discuss the items of expenses included in an advertising budget.

**Q. V Answer any Four of the following:** (4x4=16)

- a) Explain the essentials of an effective advertising copy.
- b) What is an identification mark in an advertising copy?
- c) What are the problems faced in writing a copy?
- d) What is a slogan? Discuss its importance.

# BOARD OF TECHNICAL EDUCATION

PORVORIM-GOA

November, 2009 Examinations

Programme: MODERN OFFICE PRACTICE

Course/Subject: ADVERTISING MANAGEMENT (5614)

Time Duration: 3 Hrs.

Max. Marks: 75

INSTRUCTIONS: 1. All Questions are compulsory.  
2. Figures to the right indicate full marks.  
3. Assume suitable additional data if required.

- Q.1) Answer any 5 of the following:- (5x3=15)
- Distinguish between Propaganda & Advertising.
  - Discuss the role advertising plays towards the consumers.
  - Discuss the merits of In house advertising.
  - What is an advertising agency? Discuss its features.
  - What is a marketing plan?
  - Explain the features of an effective advertising copy.
  - What are the functions of colour in an advertisement?
  - Discuss the demerits of print media.
- Q.2) Answer any 3 of the following:- (3x4=12)
- Explain the advantages of advertising.
  - Explain in brief the evolution of modern advertising.
  - How does the governments regulations influence the behaviour of advertising industry?
  - Explain Audience coverage of advertising.
- Q.3) Answer any 3 of the following:- (3x4=12)
- Discuss the functions of an advertising agency towards the media owner
  - Explain the agency & media owners relationship.
  - How is the consumers behaviour classified.
  - What is advertising research? Discuss the arears of advertising research.
- Q.4) Answer any 3 of the following:- (3x4=12)
- Discuss the evolution of marketing concept & advertising.
  - Explain the objectives & task method of advertising appropriation.
  - Explain the advertising budget procedure.
  - What are the different forms of Human interest copy.
- Q.5) Answer any 3 of the following:- (3x4=12)
- What is a Brand name? Why should brand names be registered?
  - Discuss the common pitfalls in drafting a copy.
  - What are the qualities of a creative visualiser?
  - Discuss the different kinds of art work.
- Q.6) Answer any 3 of the following:- (3x4=12)
- Write a brief note on 'Packaging Design'.
  - Discuss the advantages of film advertising.
  - Explain corporate advertising.
  - Explain the different sales promotion techniques.