



MS – 454

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VI Semester B.Com. Examination, May 2016
(Semester Scheme)
(2014-15 and Onwards) (F+ R)
COMMERCE

Paper – 6.5 : Elective Paper – III : Advertising and Media Management

Time : 3 Hours

Max. Marks : 100

Instruction : Answer should be written completely in English or Kannada.

SECTION – A

1. Answer **any 10** sub-questions. **Each** question carries **2** marks. **(10×2=20)**
- Define Advertising.
 - Mention any four types of advertising.
 - List four examples for direct mail advertising.
 - What are travelling displays ?
 - What is advertising campaign ?
 - What is advertising plan ?
 - Expand DAGMAR.
 - What are advertising regulations ?
 - What do you mean by social advertising ?
 - What is copy writing ?
 - Give the meaning of internet advertising.
 - What is CAR ?

SECTION – B

Answer **any four** questions. **Each** question carries **8** marks. **(4×8=32)**

- What are the characteristics of advertising ?
- Write a note on advertising agencies.
- Briefly explain the advertising budget process.
- Narrate the role of major institutions in advertising management.
- State the merits of internet advertising.

P.T.O.



SECTION – C

Answer **any three** questions. **Each** question carries **16** marks.

(3×16=48)

7. "Advertising is waste and unnecessary". Discuss.
8. Explain briefly various kinds of advertising media.
9. Discuss the methods of measuring advertising effectiveness.
10. What is advertising copy ? Explain the essentials of a good advertising copy.

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