Roll No. .... Total Pages : 4

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ADVERTISING-II

Paper–BC-VOC-405

Time Allowed : 3 Hours] [Maximum Marks : 80

Note : Attempt five questions in all, selecting at least one question from each Unit. Question No. 1 is compulsory. All questions carry equal marks.

Compulsory Question

1. Answer the following short questions :

(a) Write short note an misleading advertising.

(b) What do you mean by Advertising agency?

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(c) How would you organise advertising deptt on the basic of functions?

(d) Approaches of evaluating advertising effectiveness.

A

(e) Essential factors for effective remuneration plan for advertising agencies. 5×4

UNIT–I   –I

2. Discuss the different types of Ad-agencies. Explain the role of ad-agencies for clients. 8,7

3. Define advertising effectiveness. Write down the 'importance of measuring' and limitations in evaluating the advertising effectiveness. 3,6,6

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UNIT–II

4. What do you mean by misleading and false claims? What rules are framed by the govt. to regulate advertising. 4,11

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5. Write a detailed mote on 'Pre-testing' and 'Post-testing' methods of measuring advertising effectiveness. 15

UNIT–III

6. Explain the various functions performed by the ad-agencies. Which factors would you keep in mind, while selecting ad-agency. 8,7

7. Explain the organisational structure and functions of Advertising deptt. 8,7

UNIT–IV

8. What kind of commission and fee are generally charged by ad-agencies. 15

9. Explain the principles of effective client-agency relationship. Give reasons for client turnover form ad-agencies. 8,7

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