

2-1-103

**SUBJECT: B.Com (ADVERTISING, SALES PROMOTION AND MANAGEMENT)
SEMESTER- I**

Paper 103 : Advertising - I

Unit - I

Advertising - Outstanding attributes of advertising - Advertising Vs. Sales Promotion - The Role of Advertising in modern Business World - Functions and Limitations of Advertising.

Unit - II

Kinds of Advertising - Commercial and Non-Commercial - Primary Demand and Selective Demand - Comparative and Cooperative Advertising - Classified and Display Advertising - Objectives of Advertising.

Unit - III

Advertising Budget - Procedure - Factors influencing the size of the advertising budget - Methods used in deciding advertising appropriation.

Unit - IV

Advertising copy - Attributes of an effective advertising copy - Types of advertising copy - Structural elements of Advertising copy (Head Line, Sub-head line, body of the copy, Illustration, slogan, etc.)

Unit - V

Colour in advertising - Functions and limitations of colour - Colour qualities and features - Position of colour processing in India.

Suggested Readings

1. Wright, Winters and Advertising Management (Mc. Graw Hill, Zeiglas).
2. Mahendra Mohan - Advertising (Tata Mc. Graw Hill) .
3. Philing Kotler - Marketing Management(Printice Hall of India).
4. C.N. Sontakki - Advertising - Kalyani Publishers.

**Signature of the
Chairman (B.O.S.)
(20.....Exams)**

2-1-103

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MODEL QUESTION PAPER
THREE YEAR B Com [ASM] DEGREE EXAMINATIONS
FIRST SEMESTER (CBCS)
Paper - 103 : ADVERTISING - I
(Semester Pattern w.e.f. 2015-16)

Time: 3 hours

Marks: 75

SECTION - A
(Short Answer Questions)

1. Write short notes on any FIVE of the following. Each question carries 3 marks.
(Marks: 5X3 = 15)

- a) Sales Promotion.
- b) Print Media
- c) Industrial Advertising
- d) Classified Advertising .
- e) Advertising Budget
- f) Logo
- g) Illustration
- h) Impact of Colour

SECTION- B

Answer any ONE question from each unit

(5 X 12 = 60)

UNIT-I

- 2. Explain the functions and limitations of Advertising.
- (Or)
- 3. Critically examine the roll of Advertising in modern business world.

UNIT-II

- 4. Distinguish between Commercial and Non-commercial Advertising .
- (Or)
- 5. Discuss various types of Advertising?

UNIT-III

- 6. Define budget. What factors affect Advertising expenditure in a company
- (Or)
- 7. Explain the methods of establishing the Advertising appropriations.

UNIT-IV

- 8. Discuss in detail the essentials of an effective Advertising copy
- (Or)
- 9. State in brief elements of a print copy .

UNIT-V

- 10. What are the functions and limitations of colour in Advertising?
- (Or)
- 11. Briefly explain the position of colour processing in India

To SR

Wx 22/9

Asd

Wx
24/09

R
24/9/11

Signature of the
Chairman (B.O.S.)
(20.....Exam)

R.P. 23/9/11
Chairman BOS