

Subject Code: 08UCCS02

**VIVEKANANDHA COLLEGE FOR WOMEN
UNJANAI
DEPARTMENT OF COMMERCE CA
II-B.COM (CA)-III SEMESTER
ADVERTISING**

Time: 3hrs

Max Marks: 75 Marks

SECTION-A (Answer all the questions) 10x2=20 Marks

1. Define 'Advertising'.
2. What is meant by advertising copy?
3. What are the various kinds of advertising?
4. State any two benefits of an advertising agency.
5. Why do we advertise?
6. Write a note on press publicity?
7. What is meant by audio-visual advertising?
8. Define promotional mix.
9. State any two merits of Radio Advertisement.
10. What is meant by Direct mail advertising?

SECTION-B (Answer all the questions) 5x5=25 Marks

- 11.a. Point out the essential elements of advertising. (Or)
b. Examine the evolution of advertising
- 12.a. Distinguish between advertising and sales promotion (Or)
b. What are the functions of advertising agency?
- 13.a. Explain the economic functions of advertising. (Or)
b. Mention the merits of advertisement in newspaper (Or)
- 14.a. Point out any objectives of advertising. (Or)
b. Explain the purpose of advertising.
- 15.a. Point out the social functions on advertising. (Or)
b. Explain the advantages of advertising to the manufacturers.

SECTION-C (Answer any three questions) 5x5=25 Marks

16. Examine the recent trends in advertising industry.
17. Discuss the function of advertising.
18. Explain the factors that affect promotional Mix.
19. Point out the different kinds of advertising.
20. What type of advertising strategy is useful for a product in the present stage?