

**2023/TDC(CBCS)/ODD/SEM/  
COMDSE-501T/502T (C)/333**

**TDC (CBCS) Odd Semester Exam., 2023**

**COMMERCE**

**( 5th Semester )**

Course No. : COMDSE-501T/502T

**( Advertising )**

*Full Marks : 70*

*Pass Marks : 28*

*Time : 3 hours*

*The figures in the margin indicate full marks  
for the questions*

**SECTION—A**

Answer *twenty* questions, selecting any *four* from  
each Unit :

$1 \times 20 = 20$

**UNIT—I**

1. Define advertising.
2. Write one characteristic of advertising.

3. How is advertising different from publicity?
4. Mention one function of advertising.
5. What is the need of advertising?

UNIT—II

6. What is advertising media?
7. What is internet advertising?
8. What is print media of advertising?
9. What is outdoor advertising?
10. What is television advertising?

UNIT—III

11. What is advertising appeal?
12. What is advertising copy?

13. Write one objective of advertising copy.
14. Mention one benefit of advertising.
15. What factor should be considered for good advertising copy?

UNIT—IV

16. Name two types of testing necessary to measure the effectiveness of advertising.
17. What is communication effect on advertising?
18. What is promotional advertising?
19. Name two promotional advertisings of a manufacturing company.
20. What is pre-testing of advertising?

UNIT—V

21. What is advertising agency?
22. Write one function of advertising agency.
23. What is the importance of ethics in advertising?
24. Write one service rendered by advertising.
25. Name two important national level advertising agencies.

SECTION—B

Answer *five* questions, selecting *one* from each

Unit : 2×5=10

UNIT—I

26. Write two objectives of advertising.
27. Explain two functions of advertising.

UNIT—II

28. What is media scheduling?
29. What is Point of Purchase (POP) advertising?

UNIT—III

30. Write two limitations of advertising copy.
31. Write two factors need to consider for message development.

UNIT—IV

32. Explain post-testing advertising.
33. What is attention value of advertising?

UNIT—V

34. Do you think the legal aspect of advertising is satisfactory in our country?
35. What is advertising planning?

( 6 )

SECTION—C

Answer *five* questions, selecting *one* from each

Unit :

8×5=40

UNIT—I

36. Explain the types of advertising.
37. Explain general and specific objectives of advertising.

UNIT—II

38. Explain the factors influencing media choice.
39. Explain the benefits of e-advertising.

UNIT—III

40. Explain various elements of advertising.
41. Discuss various steps for developing advertising media.

UNIT—IV

42. Explain the importance of measuring the effectiveness of advertising.
43. Explain the methods of measuring the effectiveness of advertising.

UNIT—V

44. Explain the functional departments of an advertising agency.
45. Discuss the important functions of an advertising agency.

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