

PQ3AGK

(L)

SYBMM(CE)
Intro to Advtg.
15/3/17

All Instructions: Question no. 1. Compulsory
Figures to the right indicates marks
Draw diagrams wherever necessary.

- Q1. Explain in detail the different stages in the evolution of advertising? 15
- Q2. a. What does Ethical Advertising mean 7
b. Discuss 6Ms of Advertising 8
- Or
- Q2. a. How does advertising affect the economy 7
b. Define Advertising and explain its functions 8
- Q3.a. What is meant by Layout and what are the different types of layout 7
b. Explain various functions performed by an Ad Agency. 8
- Or
- Q3. a. What is Copy and what are the essential features of good copy 7
b. What are the functions of Production Department in Ad Agency 8
- Q4. a. Explain the merits and demerits of DAGMAR 7
b. Explain briefly element of IMC 8
- Or
- Q4.a. What are the essential of Good Copy 7
b. What are the factors determining Advertising budget 8
- Q5. Short Notes (Any Three) 15
- a. Media Department in an Ad Agency.
 - b. Communication Process
 - c. Task Approach Method
 - d. AIDA
 - e. Visualization