

SET: A

Unique Paper Code : 52413502  
Name of the Paper : Advertising  
Name of the Course : B.Com. (Prog.)  
Semester : V  
Duration : 3 hours  
Max. Marks : 75

**Instructions for candidates: Attempt any four questions. All questions carry equal marks.**

Q.1 Identify the type of advertising copy with reasoning in the following cases:

- (i) An advertisement by Pepsodent showing their toothpaste giving better protection for gums and stronger teeth than their competitor Colgate toothpaste.
- (ii) An advertisement for electric motors by Crompton Greaves Ltd.
- (iii) The incredible India ads highlighting the significance of 'Atithi Devo Bhava'.
- (iv) An advertisement for 'Piyo glassful Doodh' urging general public to drink milk (without emphasizing on any specific brand of milk)
- (v) An advertisement by Taj Group of Hotels promising to provide World class hospitality services.

Q2. Discuss the advantages and disadvantages of advertising on the Internet with examples.

Q3. Explain the concept of rational and emotional appeals. Also suggest a suitable appeal (with reasons) to be used for advertising the following products/services:

- (i) Baby products
- (ii) Mutual Funds
- (iii) Covid Awareness Program
- (iv) Airlines
- (v) Save the girl child campaign

Q 4. What are the objectives of measuring the effectiveness of advertising? Your company wants to judge the effectiveness of the advertisement for mobile phone before it is released in the media. Suggest suitable techniques which the company should use giving reasons for your choice.

Q5. Explain the various types of advertising agencies. If you were to select an advertising agency to develop campaign for advertising your new sports car, what all factors would you consider and why?

Q6. Explain citing examples from recent context with regards to various moral and ethical developments in advertising.