

(13)

SEAT No. \_\_\_\_\_

No. of Printed Pages: 01

**SARDAR PATEL UNIVERSITY****Vallabh Vidyanagar****FY B.COM (SEM - II)****Saturday, 31 March 2018****Time: 10.00 to 12:00 PM****Advertising Management - II****(UM02ECOM06)**

Figures to the right indicates marks

**Total Marks: 60**

Q:1 What are the basics of writing Headlines? Also explain the most popular forms of Headlines. (15)

**OR**

Q-1 Explain the Types of an Ad-Copy. Also mention the elements of an Ad Copy. (15)

Q:2 What do you mean by Advertising Appeal? Explain its types. (15)

**OR**

Q:2 Define Ad Layout. What are the components & Format of Layout? (15)

Q:3 Explain recall method under post measurement techniques for evaluation of advertisement. (15)

**OR**

Q:3 Why evaluation of advertisement is required? Which factors should be taken into account for evaluating advertisement effectiveness? (15)

Q-4 Explain any three from the following: (15)

1. Retail advertising
2. Online advertising
3. International advertisement
4. Public service advertisement
5. Political advertising