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SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY
VALLABH VIDYANAGAR 388 120
Advertising Management II (UB02DCOM26)
Examination March 2019
SEMESTER- II
FYBCOM

Date: 30/3/2019, Saturday
Time: 10:00 TO 12:00 PM

Total Marks: 60

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- Q.1 Discuss the features of good advertising copy. (15)
OR
Q.1 Explain structure of an advertising copy. (15)
Q.2 Explain Meaning and types of Appeal. (15)
OR
Q.2 Write a note on forms and components of Layout. (15)
Q.3 Discuss any three post testing methods for evaluation of advertisement in detail. (15)
OR
Q.3 Why evaluation of advertisement is required? Which factors should be taken into account for evaluating advertisement effectiveness? (15)
Q.4 Write a note on any two of the following (15)
Retail
National
International
OnlineAdvertising

— X —
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