

[18] Seat No: \_\_\_\_\_

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**SARDAR PATEL UNIVERSITY**  
**B Com (II - Semester) Examination**  
**Wednesday, 27<sup>th</sup> March, 2019**  
**10.00 am - 12.00 pm**  
**UB02ECOM06 - Advertising Management - II**

**Total Marks : 60**

**Notes:** Figures to the right indicate marks.

- Q.1 Write short notes: (15)  
(1) Types of Headlines  
(2) Features of a good advertisement copy

**OR**

- Q.1 What is the Importance of the Message in Advertising. (15)  
Q.2 Write a detailed short note on the types of appeals and essential of advertisement appeal. (15)

**OR**

- Q.2 Explain the Layout. Write down the components of a Layout for Advertising Management. (15)  
Q.3 Explain the Post Measurement Techniques in detail. (15)

**OR**

- Q.3 Describe the testing methods for the Advertising Management. (15)  
Q.4 Explain the following terms: (15)  
(a) Retail Advertising  
(b) National Advertising  
(c) International Advertising

**OR**

- Q.4 Write short notes on the following: (15)  
(a) Political Advertising  
(b) Public Service Advertising  
(c) On Line Advertising