

1069

Certificate Course (Add-on)  
Advertising and Sales Management  
Paper – II: Advertising in Modern Times

Time allowed: 3 Hours

Max. Marks: 75

**NOTE:** Attempt five questions in all, including Question No. 1 which is compulsory.

x-x-x

- I. Answer any five of the following:-
- a) Distinguish between Advertising and personal selling.
  - b) Explain advertisement management.
  - c) What is co-operative advertising?
  - d) What is slogan?
  - e) Is there any need of creativity for making advertisement copy?
  - f) Discuss the headlines of a print copy.
  - g) Explain the Qualities of a good advertisement.
  - h) How a copy for direct mail is prepared? (5x3)
- II. Explain the concept of Advertising in the modern age. What are the objectives of advertising? (15)
- III. Explain the role of advertising in the development of national economy. (15)
- IV. Explain the various types of advertisements along with advantages. (15)
- V. What factors should be considered while selecting the advertising objectives? (15)
- VI. How would you design an effective advertising copy for an advertisement on radio? Discuss its essentials. (15)
- VII. What is copywriting? Discuss its features. (15)
- VIII. Is there any difference between copywriting for radio T.V and outdoor media? If yes explain in brief. Explain which is more effective and how? (15)

x-x-x