

B.Com. (CBCS)(IV – Semester) Examination, May/June, 2018
(For Advertising)

INTERNATIONAL ADVERTISING

Paper Code – BC - 407

Time: 3 Hours

Max. Marks: 80

PART – A (5X4=20 Marks)

Note: Answer any FIVE of the following questions not exceeding 20 lines each.

- 1 Comment on the role of Attitude in the process of Persuasion.
- 2 What are the Media Scheduling problems in developing Advertising Campaigns?
- 3 Write about the five types of advertising appeals.
- 4 Explain the DAGMAR approach to evaluating advertising efforts.
- 5 Explain the importance of cultural considerations in International Advertising.
- 6 What is an In-House advertising agency? What does it do?
- 7 Explain with suitable examples the importance of Illustration in developing advertising campaign.
- 8 Discuss the various factors that should be considered while setting the advertising budget.

PART – B (5X12=60 Marks)

Note: Answer all the questions in not exceeding 4 pages each.

- a) Define Advertising. Discuss with suitable examples the major advertising decisions.
OR
b) Explain the importance of advertising and describe diagrammatically the communication model.
- 10 a) Explain the various advertising tools available to the companies for advertising online. Elucidate upon the tools used by Indian MNCs.
OR
b) Explain the strategies available for generating and creating advertising message when companies target International Markets.
- 11 a) What are the steps involved in planning and developing creative strategy in International advertising?
OR
b) What are the various ways in which advertising can be executed or presented in the International Marketing? Illustrate your answer with suitable examples.
- 12 a) How are advertisements regulated and promoted in International Markets? Give examples of major regulations to be followed by Indian MNCs abroad.
OR
b) How do companies choose advertising agencies? How are these remunerated and appraised for their performance?
- 13 a) What are the complexities faced by Indian companies having to advertise their products abroad? How are these complexities addressed?
OR
b) Describe the steps involved in developing an International Advertising Campaign.