

**AG & SG SIDDHARTHA DEGREE COLLEGE OF ARTS & SCIENCE VUYYURU
(AUTONOMOUS), VUYYURU – 521 165.**

(MANAGED BY SIDDHARTHA ACADEMY OF GENERAL & TECHNICAL EDUCATION VIJAYAWADA)

Commerce	CAD-201 G/C	2020-2021	I.B.Com(Gen&Comp)
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SEMESTER –II

ADVERTISING

Total 30 hrs (2hrs/wk) 02 credits &

Maximum 50 Marks

Learning Outcomes: After Successful completion of this course, the students are able to;

1. Understand the field of Advertising
2. Comprehend opportunities and challenges in Advertising sector
3. Prepare a primary advertising model
4. Understand applying of related skills
5. Examine the scope for making advertising a future career Syllabus

UNIT I: 06hrs Introduction of advertising concepts- functions - Types of advertising - Creative advertising messages - Factors determining opportunities of a product/service/Idea

UNIT II: 10 hrs Role of advertising agencies and their responsibilities - scope of their work and functions - - Ethical issues - Identifying target groups -Laws in advertising. Advertising Statutory Bodies in India - Role of AAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

UNIT III: 10hrs Types of advertising – Basic characteristics of a typical advertisement –Reaching target groups - Local advertising – Feedback on impact of advertisement - Business promotion.

Recommended Co-curricular Activities (04 hrs):

1. Collection and segmentation of advertisements
2. Invited Lectures/skills training on local advertising basics and skills
3. Visit to local advertising agency
4. Model creation of advertisements in compliance with legal rules
5. Assignments, Group discussion, Quiz etc

Reference book sand Websites:

- 1.Bhatia. K.Tej - Advertising and Marketing in Rural India - Mc Millan India

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SEMESTER –II

ADVERTISING

Model Paper

Skill Development Course

DURATION: 2 HOURS

SECTION – A

Max:50

ANSWER ANY **FOUR** OF THE FOLLOWING QUESTIONS

(4x5=20M)

1. What do you mean by Service
2. Define Advertising
3. What are the Functions of advertising agency
4. Write last in advertising
5. Advertising and Ethical issues
6. Local advertising
7. What are target groups
8. Write about Business promotion

SECTION – B

ANSWER ANY **THREE** OF THE FOLLOWING QUESTIONS

(3x10=30M)

9. Explain the Functions of Advertising
10. What are the factors deterring opportune of a product or an ideas
11. Explain the role of advertising agencies
12. What are the advertising statutory bodies in India
13. Write types of advertising
14. What are the basic features of advertising

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<i>Commerce</i>	CAD-202 G/C	2020-2021	<i>I.B.Com(Gen&Comp)</i>
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SEMESTER –II

ADVERTISING

SYLLABUS	SECTION-A (short questions) 5 Marks	SECTION-B (essay questions) 10 Marks
Unit-1	2	2
Unit-2	3	2
Unit-3	3	2
TOTAL	40	60