

KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

DEPARTMENT OF COMMERCE & MANAGEMENT

Programme	Semester	Title of the Course	Course Code	W.E.F
B.Com. General, TP, Computers, Logistics, BBA and BCA	II	Advertising	R20SDC203B	2020-21

Total No of Hours for Teaching - Learning	Instructional Hours for Week		Duration of Semester End Examination in Hours	Max Marks		Credits
	Theory	Practical		CIA	SEE	
30	50	0	2	0	50	2

SYLLABUS

LEARNING OUTCOMES:

- Understand the field of Advertising
- Comprehend opportunities and challenges in Advertising sector
- Prepare a primary advertising model
- Understand applying of related skills
- Examine the scope for making advertising a future career

SYLLABUS

UNIT I:

Introduction of advertising concepts- functions - Types of advertising - Creative advertising messages - Factors determining opportunities of a product/service/Idea

UNIT II:

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:

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

REFERENCE BOOKS

1. Bhatia. K.Tej - Advertising and Marketing in Rural India - Mc Millan India
2. Ghosal Subhash - Making of Advertising - Mc Millan India
3. JethWaneyJaishri & Jain Shruti - Advertising Management - Oxford university Press

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MODEL QUESTION PAPER

Answer any FOUR from the following

4X5=20M

1. Concept of Advertising
2. Creative advertising messages
3. Local advertising
4. Business promotion
5. Advertising Standard Council of India
6. List out various Laws in advertising
7. Feedback on impact of advertisement
8. How to identify target groups.

Answer any THREE from the following

3X10=30M

1. What are the functions of advertising?
2. What are the - Factors determining opportunities of a product/service/Idea?
3. Explain the - Role of AAI (Advertising Agencies Association of India)?
4. What are the Basic characteristics of a typical advertisement?
5. Explain various types of Advertising?