



# LALA LAJPATRAI COLLEGE OF COMMERCE & ECONOMICS (AUTONOMOUS)

AFFILIATED TO UNIVERSITY OF MUMBAI  
NAAC ACCREDITED - 'A' GRADE (CGPA-3.20)

Lala Lajpatrai Marg, Mahalaxmi, Mumbai - 400 034. Tel.: 2354 8240 / 2354 8241  
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Ref. No. B.Com-21/

Date: 21/06/2025

**F.Y.B.Com  
(C & D Divisions)  
Advertising – II**

**External ATKT Exam Evaluation Practicals**

All students of F.Y.B. Com (C & D Divisions) opted for the subject Advertising – II (VSC) (SEM – II) ATKT are hereby informed to complete the following practicals in the Practical Journal Book:

**AP1)** Prepare an advertising budget for Gauri Enterprises Ltd. for the year April 2025 from the following information:

- Company intends to calculate the budget on the previous year sales of ₹40,00,000.
- Company sets 5% of the advertising budget on the previous sales.
- It distributes the amount among 3 brands: Ganesh, Nandi, Mayur in the ratio of 3:2:1. Also, it distributes the amount into 3 forms of media vehicles namely Radio, Television, and Poster in the ratio of 2:1:1.
  - State and explain the method adopted by Gauri Enterprises Ltd.
  - Calculate the advertising budget in an appropriate format with the relevant working notes.

**AP2)** Prepare an advertising budget for Parvati Enterprises Ltd. for the accounting year of March 2025 from the following information:

- Company intends to evaluate its advertising budget on Percentage of Profit Method.
- Last year profit of the company is ₹100 crore.
- This year, the company is expecting a predicted profit of 50% more than the previous year.
- Company sets aside 10% of the advertising budget on predicted profit.
- It distributes the amount into two brands namely: Ganesh and Kartik in the ratio of 4:1. Also, it distributes in 2 different media: Newspaper and Radio in the ratio of 2:1.
  - Show the relevant working notes and explain the variation adopted by Parvati Enterprises Ltd. to calculate the percentage of profit.

**AP3)** Prepare a short documentary video of 4 to 10 minutes for the promotion of *Go Green Campus*. The video should be unique and creative.



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**AP4)** Study and outline the structure of any one advertising agency of your choice explaining its working and scope of operations.

## Instructions:

- I. All Students are informed to complete the practicals in the Journal Book available at the Xerox Copier
- II. The Journal Book will be evaluated along with VIVA Presentations on the designated dates of practical schedule to be declared.
- III. Delays in submission will not be entertained.
- IV. Visuals, Magazine, Newspaper Cuttings, Reports, Articles, and AV Commercials should be a part of practical work.
- V. Use of derogatory appeals is strictly prohibited.
- VI. Borrowings from any form of media should be acknowledged through appropriate references & disclaimers.
- VII. All submissions will happen on 2<sup>nd</sup> July 2025 at 10 am in R.No 402.

  
Dr. Rahul Shetty  
Prof. In-charge

  
Principal  
HOD Commerce