



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: BCOM 21/

Date: 17/03/2026

NOTICE

(SR. COLLEGE)

F.Y.B. Com Sem II EXTERNAL REGULAR & ATKT- 2026

External Exam Evaluation Practicals

Advertising – II

(B & C Divisions)

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

AP1) Prepare an advertising budget for Shrihari 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.
- Distributes the amount among three brands: Varun, Vedh & Vayu in the ratio of 3:2:1.

Also, it distributes the amount in three forms of media vehicles namely Radio, Television and Poster in the ratio of 2:1:1.

- State and explain the method adopted by Shrihari 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 two 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.



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AP3) Make a *One- Minute Audio Visual Ad* on any one of the following:

Social Ad or Public Service Ad.

In addition to the same prepare a **Promotional Ad** of your college.

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

AP5) Design a Digital Visiting Card or a Promotional Flyer for an upcoming Alumni Meet of your college incorporating key elements of an effective digital promotional tool and integrating modern media features. The final flyer or card should be pasted in your journal book.

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.

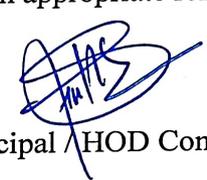
III) Delays in submission will not be entertained.

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.


Dr. Rahul Shetty


Principal / HOD Commerce

Prof. Incharge