RI-0810
M. Com. (Integrated) (Sem. IX) Examination
March / April - 2017
Advertising & Sales Management : Paper - I

Time : 2 Hours] [Total Marks : 50

Instructions :
(1) Fill up strictly the details of with signs on your answer book.

Name of the Examination : M. COM. (INTEGRATED) (SEM. 9)
Name of the Subject : ADVERTISING & SALES MANAGEMENT - 1
Subject Code No. : 0 8 1 0

(2) Figures to the right indicate full marks allocated to that question.

1. Answer in brief :
   (a) Define term advertising.
   (b) Discuss any one social effect of advertising.
   (c) What do you mean by advertising budget ?
   (d) What do you mean by broadcast media ?
   (e) What do you mean by advertising agency ?

2. (a) Write short note on advertising scene in India.
   (b) Discuss various objectives of advertising.

OR

2. (a) Discuss economic effects of advertising.
   (b) Write a brief note on advertising budget.
3 (a) Write short note on techniques to measure advertising effectiveness.  
   (b) Write short note on print media.  

   OR

3 (a) Write a note on non media advertising.  
   (b) Discuss in brief promotional scene in India.  

4 Write short notes: (any two)  
   (a) Rational appeal  
   (b) Emotional appeal  
   (c) Message design and development.