



DH-0810

M. Com. Integrated (Sem. - IX) Examination
March / April - 2016

Advertising & Sales Management : Paper - I

Time : Hours]

[Total Marks : 50

Instruction :

नीचे दशांशके निशानीवाणी विगतो उत्तरवडी पर अवश्य लखवी.
Fillup strictly the details of signs on your answer book.

Name of the Examination :
M. COM. INTEGRATED (SEM. - IX)

Name of the Subject :
ADVERTISING & SALES MANAGEMENT : PAPER - I

Subject Code No. : 0 8 1 0 Section No. (1, 2,.....): Nil

Seat No. :

Student's Signature

- 1 Answer in short : 10
- (1) Define Advertising.
 - (2) Give the meaning of Advertising budget.
 - (3) State the methods for estimating advertising expences.
 - (4) Give two examples of public service advertising.
 - (5) What are the disadvantages of advertising? - Any four.

- 2 What is advertising appeal ? Explain all types of appeals in detail. 13

OR

Discuss the factors affecting media selection decision.

- 3 (A) Write note on copy testing. 6
(B) Explain positive social effects of advertisement. 7

OR

- 3 (A) Discuss essentials of a good copy. 6
(B) Write note on advertising and consumer behaviour. 7

- 4 What points to be considered while setting advertising objectives ? Discuss. 14

OR

- (A) Role of advertising agency. 7
(B) Coupon return analysis method. 7