

1128

**B.A./B.Sc. (General) Third Semester
Advertising Sales Promotion and Sales Management
Paper – III: Advertising Media
(In all mediums)**

Time allowed: 3 Hours

Max. Marks: 100

NOTE: Attempt five questions in all, including Question No. I (Unit-I) which is compulsory and selecting two questions each from Unit II - III.

x-x-x

UNIT – II. Attempt any four of the following:-

- a) What is Outdoor media?
- b) What are the disadvantages of using direct mail?
- c) What do you mean by reach and frequency?
- d) What do you mean by misleading advertisements?
- e) How is commission to be paid to advertising agency determined?
- f) What do you mean by communication effect?

(4x5)

UNIT – II

- II. Discuss the problems encountered in reaching rural audience and markets. (20)
- III. What are the different types of print media? Explain the advantages and disadvantages of each type of print media. (20)
- IV. What is media planning? What factors are kept in mind in media planning? (20)
- V. Explain the media scene in India. (20)

UNIT – III

- VI. What is advertising effectiveness? How can advertising effectiveness be measured? (20)
- VII. Explain the regulation of advertising in India. (20)
- VIII. What are the various functions of the advertising department? (20)
- IX. What are advertising agencies? What are the functions of advertising agencies? (20)

x-x-x

(Hindi and Punjabi versions enclosed)

P.T.O.