

1069

Diploma Course (Add-on)
Advertising & Sales Management
Paper-I: Advertising in India

Time allowed: 3 Hours

Max. Marks: 75

NOTE: Attempt five questions in all, including Question No. I which is compulsory.

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- I. Attempt any five questions of the following: -
- (a) Print Media
 - (b) Electronic media
 - (c) Press conference
 - (d) Sales effect
 - (e) Differentiate between exhibition and mela
 - (f) Misleading advertisement
 - (g) Deceptive advertisement
 - (h) What do you mean by advertising agency? (5×3)
- II. Define advertising media. Explain the types of advertising media. (15)
- III. Explain characteristics, merits and limitations of advertising media. (15)
- IV. Explain in detail the problems faced by media in reaching rural audience and markets. (15)
- V. Define media planning. Explain the factors should be considered in selecting a appropriate media. (15)
- VI. Define advertising effectiveness. Explain in detail the methods of measuring advertising effectiveness. (15)
- VII. Define advertising agency. Explain the role, importance and function of advertising agency. (15)
- VIII. Define advertising department. Explain role and functions of advertising department. (15)

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