

1057

B.A./B.Sc.(General)-2<sup>nd</sup> Semester**Advertising, Sales Promotion & Sales Management**

Paper-II: Advertising-I

(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.

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**UNIT – I**I. Write short note on any four of the following: -

- (a) Industrial Advertising
- (b) Social Advertising
- (c) Co-operative Advertising
- (d) Ethics in Advertising
- (e) Role of colour in advertising
- (f) Role of 'Attention' in advertising

(5×4)

**UNIT – II**

II. What are functions of advertising? Is it a wasteful expenditure?

(20)

III. Write note on the following: -

- (a) Primary demand advertising
- (b) Commercial Advertising

(10+10)

IV. What is socio-economic impact of advertising in a developing economy?

(20)

V. What is selective demand advertising?

(20)

**UNIT – III**

VI. Draft a print media copy for advertising a Hair Oil Brand.

(20)

VII. Write a note on different approaches of advertising.

(20)

VIII. What are elements of a Broadcast copy?

(20)

IX. Write short note on following: -

- (a) Logo
- (b) Slogan
- (c) Headlines
- (d) Advertising Budge

(4×5)

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(Hindi/Punjabi versions enclosed)