

(i) Printed Pages : 4

Roll No. ....

(ii) Questions : 14

Sub. Code : 

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Exam. Code : 

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B.A./B.Sc. (General) 3<sup>rd</sup> Semester

1125

**ADVERTISING SALES PROMOTION AND**

**SALES MANAGEMENT (In all Mediums)**

**Paper-I : Advertising Media**

**Time Allowed : Three Hours]**

**[Maximum Marks : 100**

- Note :-**
- Attempt any **four** questions from Section A.
  - Attempt any **two** questions from Section B and any **two** questions from Section C.

**SECTION-A**

1. What are Misleading Advertisements ? 5
2. What are the advantages of Print Media ? 5
3. How are advertising agencies selected ? 5
4. What is Pre-testing ? 5
5. How are advertising agencies compensated ? 5
6. What do you mean by Communication Effect ? 5

**SECTION-B**

7. Enlist the types of Advertising Media. Discuss their merits and limitations ? 20