

SEAT No. _____

No. of Printed Pages : 1

[17]

Sardar Patel University

BCom : Semester –II

Date: 26/03/2018, Monday

Session: Morning

Time: 10.00 A.M to 12.00 P.M

Subject/Course Title: Advertising Management-I

Subject/Course Code: UB02ECOM05

Total Marks: 60

Note : (1) Figure to the right indicate full marks of the question .

(2) Show your calculation clearly

Q-1 Define Advertising. Explain objectives and features of advertising. [15]

OR

Q-1 Discuss the importance and benefits of advertising. [15]

Q-2 Describe in brief mission and money decision of advertising. [15]

OR

Q-2 Discuss message and measurement decision of advertising with example. [15]

Q-3 Discuss various steps of developing effective marketing communication. [15]

OR

Q-3 Write notes on: [15]

1.) AIDA model

2.) Social and moral issues in Advertising Management

Q-4 Explain various advertising strategies in detail. [15]

OR

Q-4 Discuss the reasons for gaining and losing client by an advertising agency. [15]

— X —

(1)