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SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY
VALLABH VIDYANAGAR 388 120

Examination March 2019

FY B.COM (SEM- II)

Advertising Management – I (UB02DCOM25)

Date: 29/3/2019, Friday
Time: 10:00 to 12:00 PM

MARKS: 60

Q:1 Discuss the features and objectives of Advertising. (15)

OR

Q:1 What do you mean by Advertising? Describe in detail importance of Advertising. (15)

Q:2 Describe 5 M's of Advertising functions with respect to Parle – G biscuits. (15)

OR

Q:2 Discuss the role of Message, Media & Measurement in Advertising. (15)

Q:3(a) Explain social and ethical issues in advertising. (08)

(b) Explain importance of communication in marketing. (07)

OR

Q:3 Discuss the steps of developing effective marketing communication. (15)

Q-4 With respect to advertising strategies, what are the functions of Ad-Agency? (15)

OR

Q-4 How to develop strategies for effective Advertising. (15)

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