

SEAT No. \_\_\_\_\_

Sardar Patel University

No. of Printed Pages : 1

[19]

BCom : Semester –II

Date: 25/03/2019, Monday

Session: Morning

Time: 10.00 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 .

Q-1 Define advertising. Discuss its objectives and benefits in detail. [15]

OR

Q-1 Explain importance and features of advertising. [15]

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

OR

Q-2 Explain in brief money and measurement decision of advertising. [15]

Q-3 Explain in brief various ethical, social and moral issues in advertising management [15]

OR

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

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

OR

Q-4 Write notes on: [15]

1.) Functions of Ad agency

2.) Gaining and losing clients

—X—  
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