

B. Com 3rd Semester
Sessional exam Marketing (major) Advertising

Total Marks: 40

Time: 2 hours

Answer any four:

1. Define Advertising. What are the characteristics of advertising?
2. What is Advertising copy? What are the different elements of an effective Advertising Copy?
3. Explain the different types of Consumer Appeals.
4. What is Advertising budget? Discuss the factors to be considered while deciding on the Advertising budget
5. Elaborate Ethical aspects of Advertising in India.

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