

Duration: 2 Hours

Max. Marks: 80

Instructions: 1. All questions are compulsory.

2. Figures to the right indicate maximum marks to the questions.

3. Answer sub-questions in Question no. 1 & Question no. 2 in not more than 100 words each.

4. Answer Question no. 3 to Question no. 6 in not more than 400 words each.

Q. 1 Answer any four of the following: (4x4=16 Marks)

- Benefits of advertising.
- Radio advertising.
- Women consumers.
- Media scheduling.
- Friendly consumers.
- Classification of Appeal

Q. 2. Answer any four of the following: (4x4=16 Marks)

- Limitations of advertising.
- Advertising budget
- Silent customers.
- Impatient consumers.
- Direct mail Advertising
- Cinema advertising.

Q. 3. a) Explain 6Ms of advertising with the help of diagram (12 Marks)**OR**

- What you meant by advertising? Explain its benefits to manufacturers and consumers. (12 Marks)

Q. 4. a) Explain direct marketing? What are the tools of direct marketing? (12 Marks)**OR**

- What is meant by ethics in advertising? What are the different forms of unethical advertising? (12 Marks)

Q. 5 a) Distinguish between creative and competitive advertising. (12 Marks)**OR**

- Discuss in detail AIDA process (12 Marks)

Q. 6. a) Describe any six types of consumers (12 Marks)**OR**

- Discuss the various types of advertisement appeal. (12 Marks)
