

Seat No. : _____

FA-119
March-2007
Advertising and Sales Management (F.S.)
Paper-II
(Advertising)

Time : 3 Hours]

[Max. Marks : 70

Instruction : All questions carry equal marks.

1. Define advertising and explain main functions of it in detail.

OR

What are the different types of advertising being used by promoters in the market ? Discuss.

2. What do you know about advertising appeal ? Discuss different types of appeals in advertising.

OR

What are the objectives of advertising ? Explain them in detail.

3. Define advertising budget and explain methods of fixing advertising budget.

OR

Advertising is an important method of promotion for producers, dealers, retailers and customers. Discuss.

4. Compare advertising and personal selling in detail.

OR

For creating a good advertisement copy for print media which factors would you keep in mind ?

5. Write short notes on any **two** :

- (i) Economic effect of advertising.
- (ii) Setting advertising objectives
- (iii) Headlines
- (iv) Service advertising