

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