

Seat No. : _____

FA-84
March-2007
Advertising & Sales Management (F.S.)
Paper-I
(Marketing Communication)

Time : 3 Hours]

[Max. Marks : 70

Instruction : All questions carry equal marks.

1. Define communication and explain importance of it in an organisation in detail.

OR

What do you know about communication process ? Explain the steps involved in communication process also.

2. What are the different types of communication used in an organisation ? Explain.

OR

Define written communication and explain its merits and demerits.

3. Discuss the barriers to effective communication in detail.

OR

“Objectives of advertising are to create awareness among customers, remind, persuade them to buy and to maintain the existing customers.” Explain.

4. Define promotion and explain different methods of promotion in detail.

OR

Discuss objectives and methods of sales promotion being used in the market.

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

- (i) Advertising budget.
- (ii) Essential conditions of effective selling.
- (iii) Publicity.
- (iv) Sender and receiver.