DHSK Commerce College: Dibrugarh

1st Sessional Examination, 2023 B.Com 6th Sem

Subject- Advertisement Management

Time -45 minutes Full Marks -25

Answer any two:

1. What are the types of Advertising media? Give it relative advantages & Disadvantages? 12 ½

2. What are the factors to be considered while selecting advertising media? 12 ½

3. Define Advertising. What is the Role and Importance of Advertising in Marketing Mix ? 12 ½

4. What is advertising planning? What are the factors influencing planning decisions ? 12 ½