Advertisement Management

1st Sessional Examination, 2020 B.Com 6th Sem

Time -45 minutes Full Marks -25

(Marks 12 ½ each)

1. What is advertising? Discuss the various basis of classification of advertising. Give examples.

Or

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

1. What is advertising planning? What are the factors influence advertising planning decisions ?

Or

What are various types of media used in advertising? Explain in brief the Major Media Types.