

B.COM (SEMESTER - III) EXAMINATION (New Syllabus) OCTOBER 2014

Q.5) Answer **ANY ONE** of the following. (12)

i) Explain methods of preparing Advertising Budget. Duration: 2 Hours

OR

ii) Write meaning of Media planning and explain steps in Media planning.

Q.6) Answer **ANY ONE** of the following. (12)

i) Explain any 12 types of consumers. Q.1) Answer ANY FOUR of the following

OR

ii) Explain definition and classification of advertising appeal and write any 10 advertising appeals.

Q.2) Answer ANY FOUR of the following

Q.3) Answer ANY ONE of the following

Q.4) Answer ANY ONE of the following