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SEMESTER VI, ISA-I JANUARY 2014

ADVERTISING

Marks: 15 Duration: 45 min

Q.I. Answer the following:

a) What is Advertising? Explain various features of advertising. (5)

b) "You may not like advertising but you cannot ignore it" Give your views. (5)

c) Write a short note on History of advertising. (3)

d) Bring out the difference between Advertising, personal selling and publicity. (2)

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