

GVM's GGPR College of Commerce & Economics,
Farmagudi- Ponda, Goa.
B.C.A. (Semester VI) Intra Semester Assessment (Test-I), January 2020
ADVERTISING

Duration: 45 minutes

Marks: 15

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| Q.1 What is advertising? How is advertising a boon to society. | (5 Mks) |
| Q2) What is Marketing Mix? Explain four P's of marketing. | (5 Mks) |
| Q3) State and explain any two criticisms levied against advertising? | (2 Mks) |
| Q4) Explain the stages of Product life cycle | (3 Mks) |
