

[5/A-5] Seat No. _____

No. of printed pages : 1

SARDAR PATEL UNIVERSITY
B.Com. (II Semester) Examination
Saturday, 8th April 2017
10.00 am - 12.00 pm

UB02CCOM07 : Advertising Sales promotion and Sales Mgt - II

Total Marks: 60

Q.1 Discuss the Roles of Advertising in modern business and world economy (15)
in detail.

OR

Q.1 Write notes on: (15)
(1) Ethics in Advertising
(2) Future of Advertising

Q.2 Discuss the various methods of determining advertising Budget in (15)
detail.

OR

Q.2 Explain the various factors affecting the Advertising Expenditure in a (15)
company.

Q.3 Explain the various factors determining media choice. (15)

OR

Q.3 Describe the various Advertising Media with merits and demerits. (15)

Q.4 Write a note on: (15)
(A) Advertising Layout
(B) Elements of a good Ad. Copy

OR

Q.4 Write a note on: (15)
(A) Characteristics of a good Ad. Copy
(B) Evaluating Advertising Effectiveness
