

Total number of printed pages–2

6 SEM TDC ADSP 2

2021

(August/September)

COMMERCE

Course : 602

(Advertising Management ADSP XXII)

Full Marks : 40

Pass Marks : 12

Time : 2/1½ hours

***The figures in the margin indicate
full marks for the questions.***

*Answer **any four** questions.*

*(Word limit–**250** words)*

1. “Money spent on advertisement is wasteful”.
Do you agree ? Give reason. 10

2. Do you think that advertising is an
investment ? Discuss. 10

Contd.

3. Do you think Advertising Agencies like media, self regulate in an effective way of protecting consumers from offensive or misleading advertisement? 10
4. Compare and contrast Newspaper and Magazines as print media of advertising. 10

Or

5. Write short notes on : 5×2=10
- (i) Agency-client relationship
- (ii) Advertising agencies in India.
