Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education

Name of the Assignment Setter:	Pravin Ganesh Bodade		
Course: **B.COM.**	Class: **III**	Semester:	**V**

Subject:	**(C531) Marketing V**

Q.1)	Attempt **ANY ONE** of the Following (**1000 Words**)	**(10)**
a)	Define Advertising. Discuss the scope & elements of advertising.	
b)	Explain the nature and functions of advertising.	
Q.2)	Attempt **ANY TWO** of the Following (**800 Words**)	**(10)**
a)	Describe Classification and characteristics of different media.	
b)	Which factors affect the selection of media for advertising?	
c)	Discuss elements of media plan for adverting in detail.	
d)	Explain window Display & Media Mix	
Q.3)	Write Short Notes on (**ANY TWO**)	**(10)**
a)	Visualization & techniques of Visualization	
b)	AIDA model.	
c)	advantages and disadvantages of Illustration	
d)	Write short – 1. Types of Copy 2. Objectives & essentials of copy	

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