

BHARATI VIDYAPEETH (DEEMED TO BE UNIVERSITY) PUNE, (INDIA)

SCHOOL OF DISTANCE EDUCATION

M. COM. SEM. I – CBCS 2018 COURSE

SUBJECT.- MARKETING I

NOTE- Answer any TWO ASSIGNMENTS.

ASSIGNMENT NO. 1

Q.1. Define 'Advertising' Discuss advertising as a tool of marketing (10)

Q.2. Write short note on any ONE. (05)

- A) Copy development
- B) Advertisement on internet

ASSIGNMENT NO. 2

Q.1. What is 'Print media'? Discuss its advantages and limitations (10)

Q.2. Write short note on any ONE. (05)

- A) Copy testing
- B) Social effects of advertising

ASSIGNMENT NO. 3

Q.1. Which points you will consider while selecting advertising media ? (10)

Q.2. Write short note on any ONE. (05)

- A) Advertisement science in India
 - B) Types of appeal.
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