

**Bharati Vidyapeeth
(Deemed to be University), Pune**

School of Distance Education

Assignment No.	1	Name of the Assignment Setter:		Dr. Mali A.J.	
Course:	M.Com. CBCS (2018 Course)	Class:	M.Com-I	Semester:	I

Subject:	Marketing-I (Advertising and Sales Management)
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Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

- a) **Define Advertising. Explain the advertising as a tool of marketing.**
- b) **Explain the different media of advertising.**

Q.2) Attempt ANY TWO of the Following (800 Words) (10)

- a) **Copy development**
- b) **Techniques for testing advertising effectiveness**
- c) **Selling process**
- d) **Economic effect of advertising**

Q.3) Write Short Notes on (ANY TWO) (10)

- a) **Non-media advertising**
- b) **Types of appeal**
- c) **Client relationship**
- d) **salesmanship**
