

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

**Centre for Distance and Online Education (CDOE)**

<b>Name of the Assignment Setter:</b>		<b>Pravin Bodade</b>			
<b>Course:</b>	<b>BCOM 2018</b>	<b>Class:</b>	<b>TYBOCOM</b>	<b>Semester:</b>	<b>VI</b>
<b>Subject:</b>		<b>Marketing VI</b>			
<b>Q.1)</b>	Attempt <b>ANY ONE</b> of the Following <b>(1000 Words)</b>				<b>(10)</b>
<b>a)</b>	Explain the components of advertisement layout in detail.				
<b>b)</b>	Discuss the meaning and significance of appeals in advertisements. What is negative emotional approach?				
<b>Q.2)</b>	Attempt <b>ANY TWO</b> of the Following <b>(800 Words)</b>				<b>(10)</b>
<b>a)</b>	Elaborate the fear appeal and market segmentation.				
<b>b)</b>	Briefly explain the steps in advertising budget making process.				
<b>c)</b>	Discuss the advantages and limitations of advertising as a profession				
<b>d)</b>	What is modernistic advertisement? Explain with example.				
<b>Q.3)</b>	Write Short Notes on <b>(ANY TWO)</b>				<b>(10)</b>
<b>a)</b>	Direct and indirect appeal				
<b>b)</b>	Percentage of sales method of advertising				
<b>c)</b>	Internet advertising as a career				
<b>d)</b>	Competitive parity method of advertising budget				
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