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SEAT No. :

P2974

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[5801]-525

T.Y. B.Com. (Semester - V)
MARKETING MANAGEMENT - III
(CBCS) (2019 Pattern) (356 H)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Fill in the Blanks (any 5) :

[5]

- i) The tools used to provide complete information give customers about your goods and services are _____.
 - a) Advertising work
 - b) The nature of the advertising
 - c) Scope of adverting
 - d) Media of advertising
- ii) Hunger, thirst, rest, sleep are included in _____ motivation.
 - a) Social
 - b) Primary
 - c) Physical
 - d) Psychological
- iii) E-advertisement are more _____ than all other types of advertisement.
 - a) Beneficial
 - b) Expensive
 - c) Fastor
 - d) Broad
- iv) The head office of standard council of advertising in India is in _____.
 - a) Delhi
 - b) Mumbai
 - c) Pune
 - d) Kolkatta

P.T.O.

