

Total No. of Questions : 4]

SEAT No. :

**P5905**

[Total No. of Pages : 4

[6142]-525

**T.Y.B.Com.**

**356 (H) : MARKETING MANAGEMENT - III  
(CBCS 2019 Pattern) (Semester - V)**

*Time : 2½ 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 Blank (Any 5) [5]**

- i) Advertising on a computer screen or text is called \_\_\_\_\_ advertisement.
  - a) Pop-under
  - b) Pop-up
  - c) Floating
  - d) Hefitart
- ii) \_\_\_\_\_ Advertisement which is made to motivate customers to buy.
  - a) Direct
  - b) Indirect
  - c) Written
  - d) Oral
- iii) The \_\_\_\_\_ in advertising is the explanation given through advertisements for customers to buy goods or serries by inspiring customers motivations.
  - a) Message
  - b) Structure
  - c) Appeal
  - d) Ethics
- iv) Durability of an item is an important \_\_\_\_\_ motivation to buy an item.
  - a) Logical
  - b) Mental
  - c) Physics
  - d) Economical
- v) The main/Head office of standard council of Advertising in India is in \_\_\_\_\_.
  - a) Delhi
  - b) Colcutta
  - c) Chennai
  - d) Mumbai
- vi) A product is registered under trade and merchantise Act \_\_\_\_\_.
  - a) 1956
  - b) 1957
  - c) 1958
  - d) 1959

**P.T.O.**

B) Match the following. [5]

- |   |                                |
|---|--------------------------------|
| i) Radio                                  | a) Negative Emotional Approach |
| ii) Wallpaper Advertising                 | b) Wastage of time             |
| iii) Appeals of sorrow & guilt            | c) Audio media                 |
| iv) Prestige & proprieter rights          | d) E-Advertising               |
| v) Wrong time of selection of advertising | e) Positive Emotional Appeals  |

**Q2)** Write Short Notes (any 2 out of 4) [10]

- a) Role of Advertising in modern era ?
- b) Negative Emotional Approach.
- c) Advertising and cultural values.
- d) Brand Identity.

**Q3)** a) Explain the objectives of Advertising in detail. [8]

b) Explain the meaning and Importance of Advertising message. [7]

**Q4)** a) What is wastage in Advertising? Explain the types of wastage in advertising? [8]

b) Explain the process of Branding in detail. [7]





ब) जोड्य जुळवा.	[5]
गट 'अ'	गट 'ब'
i) आकाशवाणी	अ) नकारात्मक भावनिक दृष्टीकोण
ii) वॉलपेपर जाहिरात	ब) वेळेचा अपव्यय
iii) दुःख व अपराधी आवाहने	क) श्राव्य माध्यम
iv) प्रतिष्ठा व मालकी हक्क	ड) ई-जाहिरात
v) जाहिरातीसाठी निवडलेली चुकीची वेळ	इ) सकारात्मक भावनिक आवाहने

**प्र.2) टिपा लिहा. (कोणत्याही दोन)** [10]

- अ) आधुनिक काळात जाहिरातीची भूमिका
- ब) नकारात्मक भावनिक दृष्टीकोन
- क) जाहिरात आणि सांस्कृतिक मुल्ये
- ड) मुद्रा ओळख

**प्र.3) अ) जाहिरातीची उद्दीष्टे सविस्तर स्पष्ट करा.** [8]

ब) 'जाहिरात संदेश' अर्थ आणि महत्व स्पष्ट करा. [7]

**प्र.4) अ) 'जाहिरातीतील अपव्यय' म्हणजे काय? जाहिरातीतील अपव्ययाचे प्रकार सविस्तर स्पष्ट करा.** [8]

ब) मुद्रांकनाची प्रक्रिया सविस्तर स्पष्ट करा. [7]

