

Total No. of Questions : 4]

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 advertising
  - 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.*

B) Match the following :

[5]

- |                                |                                |
|--------------------------------|--------------------------------|
| i) F.M. Centre                 | a) Negative Emotional Approach |
| ii) Pop under Advertising      | b) Brand Development Index     |
| iii) Appeals of fear and anger | c) Telecast media              |
| iv) Love, Security, greed      | d) E-advertising               |
| v) BDI                         | e) Positive emotional Approach |

**Q2)** Write short notes (Any 2) :

[10]

- a) Procedure of E-Commerce
  - b) Positive emotional Approach.
  - c) Advertising standards council of India.
  - d) Brand Extension.

**Q3) a)** Explain the functions of advertising in detail.

[8]

b) How to create message of advertising? Explain in detail.

[7]

**Q4) a) Explain the causes of Waste in Advertising.**

[8]

b) Explain the types of Brand & its Importance.

[7]



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# **MARKETING MANAGEMENT - III**

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## (मराठी रूपांतर)

वेळ : 2 तास]

[एकूण गुण : 50]

- सूचना :      1) सर्व प्रश्न सोडविणे अनिवार्य आहे.  
                  2) उजव्या बाजूचे अंक पूर्ण गुण दर्शवितात.  
                  3) संदर्भसाठी मूळ इंग्रजी प्रश्नपत्रिका पहावी.

प्रश्न 1) अ) रिकाम्या जागा भरा. (कोणत्याही पाच) [5]

प्रश्न 2) टिपा लिहा. (कोणत्याही दोन) [10]

- अ) ई-कॉमर्सची कार्यपद्धती
  - ब) सकारात्मक भावनिक टृटीकोन
  - क) भारतीय जाहिरात प्रमाणक परिषद
  - ड) मद्दा विस्तार

**प्रश्न 3) अ) जाहिरातीची कार्ये सविस्तर स्पष्ट करा.** [8]

- ब) जाहिरात संदेश कसा तयार करावयाचा याबदूदल माहिती लिहा.

**प्रश्न 4)** अ) जाहिरातीतील अपव्ययाची कारणे स्पष्ट करा. [8]

- ब) ब्रॅंडचे प्रकार आणि त्यांचे महत्व स्पष्ट करा.

