1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw diagram wherever applicable.
4. Give examples wherever possible.

Q.1 What are the various functions performed by an advertising agency on behalf of clients? [15]

OR

Q.1 What are the various criticisms posed against advertising. Do you agree with them ? [15]

Q.2 a) What can be done to ensure smooth relations between advertising agency and the client ? [8]

   b) What are the advantages of advertising research? [7]

OR

Explain the following terms : [15]
   a. Political Advertising
   b) Financial Advertising
   c) Image Advertising

Q.3 a) How can advertising lead to waste ? [8]

   b) "Advertising leads to unnecessary consumption". Do you agree ? [7]

OR

Write short Notes on the following : [15]
   a) Lifestyle Advertising
   b) Industrial Advertising
   c) Selective Advertising

Q.4 a) What do you understand by public service advertising ? [8]

   b) Compare between AIDA and DAGMAR models of consumer behaviour. [7]

OR

Do you think modern marketers can afford to ignore internet as a medium ? Why ? [15]

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