



Progressive Education Society's
Modern College of Arts, Science & Commerce Ganeshkhind, Pune – 16
(Autonomous)
End Semester Examination: October 2024
Faculty: Commerce

Program: B.Com. (Autonomous)
Program (Specific): Business Practices
Class: TY B.com
Name of the Course: Practices of Advertising
Course Code: 24-COB366 (d)
Paper: III

Semester: VI

SET: A
Course Type: Major
Max. Marks: 50

Time: 2½ Hours

Important Instructions:

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

Q.1 Write Short Notes (Attempt any 4)

(4X5=20)

1. Types of services सेवांचे प्रकार
2. Advertising Standard Council of India (ASCI) अॅडव्हर्टायझिंग स्टॅंडर्ड कौन्सिल ऑफ इंडिया (ASCI)
3. Careers in social media marketing सोशल मीडिया मार्केटिंगमधील करिअर
4. Essentials of good copy writing चांगल्या कॉपी रायटिंगसाठी आवश्यक गोष्टी
5. Features of services सेवांची वैशिष्ट्ये
6. Typography elements टायपोग्राफी घटक

Q.2 Answer the following in 200 words (Attempt any 3)

(3X10=30)

1. What is Service marketing? Describe 7 P's of Service marketing. सेवा विपणन म्हणजे काय? सेवा विपणनाच्या 7 P चे वर्णन करा
2. What is meant by design? Explain principles of design. रचना म्हणजे काय? रचना ची तत्वे स्पष्ट करा
3. Explain the meaning and importance of social media marketing. सोशल मीडिया मार्केटिंगचा अर्थ आणि महत्त्व स्पष्ट करा
4. Discuss the various economic aspects of advertising. जाहिरातींच्या विविध आर्थिक पैलूंवर चर्चा करा
