

C.U.SHAH UNIVERSITY

Winter Examination-2015

Subject Name: Advertising & sales management

Subject Code: 5MC02ASM3

Semester: II

Time: 10.30 to 01.30

Branch: M.Com

Date: 20/11/ 2015

Marks: 70

Instructions:

- (1) Use of Programmable calculator and any other electronic instrument is prohibited.
- (2) Instructions written on main answer book are strictly to be obeyed.
- (3) Draw neat diagrams and figures (if necessary) at right places.
- (4) Assume suitable data if needed.

SECTION – I

Q-1	Attempt the Following questions (1 Mark *7=7) (No MCQ Questions)	(07)
	a. IJ7F5G V[8,[X]\ m	1
	b. DFwID V[8,[X]\ m	1
	c. SLVM:S V[8,[X]\ m	1
	d. 5 [: HFC[ZFT V[8,[X]\ m	1
	e. Z[OLIMYL HFC[ZFTGF OFINF ,BMP	1
	f. J[RF6 S/F V[8,[X]\ m	1
	g. 5ZM1F HFC[ZFTGF pNFCZ6 VF5MP	1
Q-2	Attempt all questions	(14)
1	JT"DFG IJ7F5GGF OFINFvDIF"NF H6FJMP	7
2	U FCSGL J:T Df\ Z; IGDF"6 SZJFGL ZLT ;DHFJMP	7
OR		
Q-2	Attempt all questions	(14)
1	8[,IJhGYL HFC[ZFTGF OFINF VG[DIF"NF H6FJMP	7
2	U FCSGF JF\WFGF 5 SFZM H6FJMP	7
Q-3	Attempt all questions	(14)
1	U FCSG[VFJSFZJFGL J[RF6 5 S IF ;DHFJMP	7
2	J[RF6 S/FGF D bl I;wWF\TM ;DHFJMP	7
OR		
Q-3	Attempt all questions	(14)
1	J[RF6 5 S IFGF TASSF H6FJM	7
2	HFC[ZFTGF VFIMHGGL SFI"JFCL H6FJMP	7



SECTION – II

- Q-4** **Attempt the Following questions (1 Mark *7=7)** **(07)**
(No MCQ Questions)
- a. 5|t|1F HFC[ZFT V[8,[X]\ m **1**
 - b. \NFH5+ V[8,[X]\ m **1**
 - c. A|M0SF:8L\U ID0LIF SMG[SC[JFI K[m **1**
 - d. AHFZ SMG[SC[JFI K[m **1**
 - e. U|FCSG]\ JT"G V[8,[X]\ m **1**
 - f. HFC[ZFTGF\ H]NF H]NF DFwIDM H6FJMP **1**
 - g. j|ISTUT J[RF6GM bIF, :5Q8 SZMP **1**
- Q-5** **Attempt all questions** **(14)**
- 1 SIDXG 5wWIT IJQF[GMW ,BMP **7**
 - 2 VFNX" 5|IMUGL ,F1F6STF H6FJL T[GM ,FE :5Q8 SZMP **7**
- OR**
- Q-5** 1 U|FCSG[BZLNGL .rKF HFU'T SZJF SIF\ DFwIDMGM p5IMU YFI K[v **7**
;DHFJMP
- 2 j|ISTUT J[RF6 VG[HFC[ZFT JrR[TOFJT ,BMP **7**
- Q-6** **Attempt all questions** **(14)**
- 1 U|FCSGF JF\WFVM IGSF, SZJFGL 5wWITVM ;DHFJMP **7**
 - 2 U|FCS AHFZ GM ZFHF K[P ;DHFJMPPP **7**
- OR**
- Q-6** **Attempt all Questions**
- 1 HFC[ZFTGF \NFH5+GF OFINFvDIF"NF H6FJMP **7**
 - 2 U|FCSGF S<IF6DF\ HFC[ZFTGM OF/M H6FJMP **7**

