

**SARIYA COLLEGE, SURIYA**

**B. Com. (Hon.) Sem. VI Session 2019-22**

Internal exam of Marketing Communication, Elective Paper code: 364,

Time: 01:30 Hr.

F.M.: 15 + 05 Extra activities

Answer any three questions किन्ही तीन प्रश्नों का उत्तर दें:

Q.1: Define Objective of Marketing Communication.

Q.2: Define Advertising.

Q.3: Explain Functions of Advertising.

Q.4: Explain different types of Media.

Q.5: What is Advertising Effectiveness?