

Model Question Paper 3

ADVERTISING 3

11th Standard

Commerce

Reg.No. :

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Answer all the Questions

Time : 00:45:00 Hrs

Total Marks : 30

10 x 2 = 20

Part A

- 1) What is Radio Advertising?
- 2) What is Television Advertising?
- 3) What is Film Advertising?
- 4) What is Outdoor Advertising?
- 5) What does 'poster' mean?
- 6) 'Painted Display'-Explain the term.
- 7) What do you understand by 'Electric Display'?
- 8) What is 'Sky Advertising'?
- 9) Give the meaning of 'Hand Bills'.
- 10) What is Direct Advertising?

Part B

2 x 5 = 10

- 11) Describe about WEB Advertising.
- 12) Describe about various Media of Advertising.

