

Model Question Paper 2

ADVERTISING 2

11th Standard

Commerce

Reg.No. :

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Answer all the Questions

Time : 00:50:00 Hrs

Total Marks : 40

10 x 2 = 20

Part A

- 1) 'Painted Display'-Explain the term.
- 2) What do you understand by 'Electric Display'?
- 3) What is 'Sky Advertising'?
- 4) Give the meaning of 'Hand Bills'.
- 5) What is Direct Advertising?
- 6) What is Promotional Advertising?
- 7) What is Window Display?
- 8) What is meant by 'Show-Room'?
- 9) Explain the term 'Exhibition'.
- 10) What do you understand by Web Advertising?

Part B

5 x 3 = 15

- 11) What is Radio Advertising? Explain the merits and demerits of this Advertising?
- 12) What is Television Advertising? What are the merits and demerits of this Advertising?
- 13) What is Film Advertising? What are the merits and demerits of this Advertising?
- 14) What is Direct Advertising? What are the merits and demerits of it?
- 15) Write the paragraph about Promotional Advertising.

Part C

1 x 5 = 5

- 16) Describe about WEB Advertising.

