

SECTION-B

2. Distinguish between Advertising and Publicity.
3. Mention five functions of Advertising.
4. Why is Radio still an important medium of advertising?
5. What are the benefits of advertising to media?
6. Highlight the importance of brand image.

SECTION-C

7. Discuss various communication theories applied to advertising.
8. What are the need and purpose of advertising?
9. Explain the positive and negative effects of advertising.

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