

Shri Harihar Pratishtan's
Linguistic Minority Trust
Govindlal Kanhaiyalal Joshi
(Night) Commerce College, Latur

Class :- B.com I Year

Subject:- Advertising Skills (SEC)

Assignment

Q.1. Discuss in detail:-

- a) Impact of advertising on customers and sales.**
- b) Types of advertising.**

Q.2. Explain I'm brief :-

- a) Media planning.**
- b) Impact of advertising agencies.**
- c) Different types of advertising media.**
