

Internal Assessment
Advertising Management
Shivaji College, University of Delhi
B.A. (Hons.) Business Economics
Semester – IV
Assignment-1
12 Marks

Question 1: Define the concept of target audience in advertising. How does understanding the target audience help in creating effective advertising campaigns?

Question 2: Explain the difference between marketing and advertising. How do these two concepts work together to achieve overall business goals?

A handwritten signature in blue ink, appearing to read 'Ertan Sijar', with a horizontal line drawn underneath the name.