

**Internal Assessment**  
**Advertising Management**  
**Shivaji College, University of Delhi**  
**B.A. (Hons.) Business Economics**  
**Semester – IV**  
**Class Test -1**

**Marks: 12**

**Duration: 40 minutes**

**Question 1.** What is role of advertising in marketing process?

**Question 2.** Discuss role of advertising in India's Economic development.

