

the slides of the roads and jungles and slogans assaults our ears. Newspapers and magazines are full of advertisements. Radio advertises different goods. Cinema shows advertisements on the silver screen. Television is a good medium to advertise goods.

It is rightly said, "No advertisement, no business." Advertisers are experts to popularize their goods. They study the minds of their customers; understand the tastes and current fashions of the people. Attractive and colourful posters, short and sweet sentences catch the attention of the public.

Advertisements have many advantages. They enable customers to compare and contrast the different goods. They increase the circulation of the newspapers and magazines. Newspapers and magazines are sold at the cheaper prices because of the advertisements. Radio and television also carry advertisements. Hence we get information and entertainment at lower prices. But there are a few disadvantages of advertisements. They assault not only our eyes and ears but also our pockets. They actually raise the cost of products. Bogus goods are exaggerated to cheat the innocent customers. They disfigure the walls and make houses look ugly. Obscene advertisements appeal to the sexual instincts. However, they are a necessary evil, a part and parcel of the modern trade and commerce.

**Questions:**

- 1) "Advertisements are a vital necessity of modern trade and commerce." Do you agree? Why?
- 2) Where do you find advertisements?
- 3) How do the advertisers appeal to their customers?
- 4) Explain: "Advertisements are a necessary evil."
- 5) Give meaning of:  
a) Hoarding b) Assault

Q-3 [A] Explain Horizontal Communication in detail. (07)

[B] Write short notes on: (08)  
1) Physical Barriers  
2) Status block, Closed mind and emotions as barriers to communication

OR

Q-3 [A] What is Downward Communication? Point out its advantages and limitations. (07)

[B] Write Short notes on: (08)  
1) Misinterpretation of words, idioms and phrases as barriers to communication.  
2) State of health and Group Identification as barriers to communication.

Q-4 [A] You have received a parcel of crockery from parshuram potteries & Ltd, Chotila, Saurashtra. Some of the tea-sets have been found of inferior Quality. Draft a letter of complaint to the supplier and ask for suitable Adjustment. (08)

[B] You have received a letter from one of your old customers complaining of late delivery of goods. Draft a suitable reply. (07)

OR

Q-4 [A] You visited The Decent Department Store, 10, Janpath, New Delhi, on the 26<sup>th</sup> October, 2017, but received discourteous treatment from one of the sales girls. Write a letter of Complaint to the Business Manager. (08)

[B] You have received a complaint from one of your customers in Baroda about delay in the execution of his order for ready-made garments promised before Diwali. Write a suitable reply explaining the circumstances which caused the delay and promising a prompt adjustment. (07)