

Total Marks = 100

External Assessment: 75

Internal Assessment: 25

The question paper will consist of three sections; A, B, C. Sections A and B will have four questions each. Each question shall carry 12 marks. Section C will consist of 09 short answer type questions which will cover the entire syllabus uniformly and will carry 27 marks in all. Each short answer type question will carry 3 marks. All short type questions are compulsory.

Unit - I —————  $2 \times 12 = 24$

Unit - II —————  $2 \times 12 = 24$

~~Unit - I~~  
Unit - III —————  $9 \times 3 = 27$

Total 75

Internal Assessment 25

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of successful stenographer, writing techniques and materials.

Consonants : Definition, number, forms, classes, size, thickness, directions and joining strokes.

### SECTION-B

Vowels, Diphthongs and Diphones

Vowels - Definition, number sounds, signs, places position of outlines, intervening vowels.

Introduction of upwards/downwards strokes in stenography.

Diphthongs - Definition, names, signs, placed, joined diphthongs and triphones.

Diphones - Definition, signs and application.

Use of Vowels - Diphthongs and diphones in plural in Stenography.

### SECTION-C

Grammalogues and Phraseography.

Grammalogues - Definition of grammalogues and logogram of grammalogues, punctuation signs;

Phraseography - Definition of phrase, how a phrase is written, qualities of a good phraseogram, list of simple phrase.

### SECTION-D

Circles, loops and hooks.

Circle-size and direction, application, application in phraseography, attachment with straight and curved strokes, exception to the use of circle.

Loops : Size and direction.

### SHORTHAND PRACTICALS

Max. Marks : 30

1. Repeated Practice of Consonants, writing each consonant from the text material with particular attention to their formation, length, angle, size and direction.
2. Repeated practice of vowels, diphthongs, diphones and triphones by copying the text materials and other printed shorthand books and reading books and same.
3. Repeated practice of grammalogues and phrases;
4. Repeated practice on use of circles, loops and hooks;
5. Transportation from shorthand into longhand;
6. Dictation from unseen passage;
7. Variety of drills : shorthand from black-board, copying shorthand from black board, 'cold' note reading 'delayed' writing, students dictate to the class from shorthand books, two minutes speeches by students, reading printed shorthand matter.

### INSTRUCTIONS FOR PRACTICAL EXAMINATION

There will be typing test for 5 minutes and the candidate shall be required to type in 25 minutes.

### ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

PAPER-A : Advertising

PAPER-B : Entrepreneurship Development

On the job Training during Summer vacation = 4 weeks

Note : For four weeks on the job training the students will associate themselves with some relevant work organisation during the summer vacation following 1st and 2nd year. The Department running this programme will help the students for suitable arrangements.

### PAPER-A : ADVERTISING

Max. Marks : 100

Time : 3 Hrs.

Pass Marks : 35%

Lectures/Tutorials : 2+1 = 3 per week  
= 75-80 per annum

### INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of five sections : A, B, C, D and E. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 20 marks each. Section E will have one question having 8 short answer type questions (answer to be around 100 words each) of four marks each which will cover the entire syllabus uniformly. In all, nine questions are to be set.

### INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt one question each from sections A, B, C and D of the question paper and 5 short answer type questions (answer to be around 100 words each) from section E.

### SECTION-A unit-I

1. Understanding advertising, marketing communication, communication process and application.
2. Importance of Advertising
  - Way of informing
  - Manufacturer's concern
  - Improving productivity
  - Economic growth of the nation
3. Advertising and Sales Promotion
  - Difference between these

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4. Developing Advertising Programme
- Programming Steps (Marketing, Motive, Message, Media, Measurement)
  - Advertising Goals (increase sales established brand, e.g., to enter target marketing)
  - Need to set advertising objectives
  - Return on Investment
  - Media Selection
  - Co-ordination.

**SECTION-B**

1. Alternative approaches for advertising objectives setting
- DAGMAR
  - PLC
  - Primary and Selective Demand Cultivation
  - Informal Advertising
  - Persuasive Advertising
  - Reminding Advertising
2. Advertising Media
- Role of Media
  - Media Planning
  - Media Selection
3. Message Designing
- AIDA Method & Application
4. Media Selection Decision
- Cost, Reach, Frequency, Impact.

**SECTION-C**

1. Types of Advertising Media :  
Strength and Weakness of each type :
- Press
  - Magazine
  - Outdoor-Hoarding etc.
  - Direct Mail
  - Radio
  - T.V.
  - Cinema
  - Cable Services
  - Effectiveness of each alternative
2. Advertising Agencies
- Functions, Role and Importance
  - Organisation

**SECTION-D**

1. Advertising Effectiveness
- Direct Rating
  - Portfolio Test
  - Lab Test
  - Copy Testing
  - Media Tests
  - Sale-Effect Test
2. Advertising Budgeting
- Percentage of Sales Method
  - Affordable Method
  - ROI Method
  - Competitive Parity Method
3. Other Advertising Issues
- ASCI
  - Advertising and MRTP.

**PAPER-B : ENTREPRENEURSHIP DEVELOPMENT**

Max. Marks : 100

Lectures/Tutorials : 2+1=3 per week

Pass Marks : 35%

= 75-80 per annum

Time : 3 Hrs.

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections : A, B, C, D and E. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 20 marks each. Section E will have one question having 8 short answer type questions (answer to be around 100 words each) of four marks each which will cover the entire syllabus uniformly. In all, nine questions are to be set.

**INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt one question each from sections A, B, C and D of the question paper and 5 short answer type questions (answer to be around 100 words each) from section E.

**SECTION-A**

1. Subject overview
- Importance of Entrepreneurship and its relevance in career growth
  - Coverage of the subject and its scope
2. Entrepreneur, Entrepreneurship and Enterprise
- Concept & Role in Development

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