



VIDYA SHREE ACADEMY

SR. SEC. SCHOOL

An English Medium Co.Ed. School | Science & Commerce



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Subject- Business studies
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Class- XII

Topic- TECHNIQUES OF

Q.1) Name the techniques of advertisement?

Q.2) Explain the emotional appeal?

Q.3) Explain the surrogate advertisement?

Q.4) Explain the facts & figures?

Q.5) Explain the idle family & idle children advertisement?