

Title

Class : B.Com VOC II Sem

Date

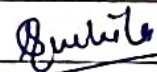
TOPIC / SUBJECT : ADVERTISING

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PRUSHP DEEL DASAL



(H.O.D, COMMERCE)

**Project Report
on
"Element of Print Copy"**



**MAHARISHI DAYANAND UNIVERSITY ROHTAK
(Session 2023-2024)**

**Submitted to:
Dr. Pushpdeep dagar**

Submitted by:-

Alisha

Bcom. vocational

Roll no.:-1232598011

University roll no. 4067191

Government P.G College for Women, Rohtak

Declaration

I Alisha hereby declare that the project report entitled "Market Research in Internet Age" is prepared by me under guidance Dr. Puspdeep dagar from commerce department in Government P.G. College for Women (Rohtak). I assert that the statement made and conclusion drawn are outcome of project work. I further declare that to the best of my knowledge and belief that the project report does not contain any part of any work which has been submitted to any other university.

Alisha

Alisha

MAHARSHI DAYANAND UNIVERSITY

ROHTAK



A PROJECT REPORT

OF

FUNDAMENTALS OF ADVERTISING

(Submitted in Partial fulfilment of the requirements for the award of degree)

B. COM VOCATIONAL

BY

ANJALI

1232598018

SUBMITTED TO :- Dr. PUSHPDEEP DAGAR



GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK

DECLARATION

I hereby declare that the Project report entitled "Fundamental of Advertising" submitted by me to Maharishi Dayanand University, Rohtak in partial fulfilment of the requirement for the award of degree of B.com vocational is a record of bonafide project work carried out by me under the guidance of Dr. pushpdeep dagar. I further declare that the work reported in this project has not been submitted and will not be submitted, either in part or full, for the award of any other degree or diploma in this institute or any other institute or university

Anjali
Signature of Candidate

A
Project Report
On
"Types of Advertising"



MAHARSHI DAYANAND UNIVERSITY ROHTAK

(Submitted in the partial fulfillment of the requirements for the award of
the degree of Bachelors of Commerce Vocational Course)

(Session 2023-2024)

Submitted to:

Dr. Pushp Deep Dagar

Commerce Dept.

Submitted by:-

Anjali Solanki

B.Com. Vocational 2nd Sem.

Roll no.:-1232598005

University Roll No. 4067193

Government P.G College for Women, Rohtak

Declaration

I hereby declare that the project report entitled " **TYPES OF ADVERTISING** " is prepared by me under the guidance Dr. Pushp Deep Dagar of Commerce Department in Government P.G. College for Women, Rohtak. I assert that the statement made and conclusion drawn is outcome of my project work. I further declare that to the best of my knowledge and belief that the project report does not contain any part of any work which has been submitted to any other university.

Anjali
Anjali Solanki

**Project Report
On
Social And Economic Aspects**



MAHARSHI DAYANAND UNIVERSITY ROHTAK
(Session 2023-2024)

Submitted to:

Dr. Pushpdeep *Dagar*

Commerce Dept.

Submitted by:-

Chanda

B.Com. Vocational

Roll no.:-1232598003

University Roll No. 4067195

Government P.G College for Women, Rohtak

Declaration

I Chanda hereby declare that the project report entitled Social and Economic Aspect is prepared by me under the guidance Dr. Pushpdeep of commerce department in Government P.G. College for Women, Rohtak. I assert that the statement made and conclusion drawn is outcome of project work. I further declare that to the best of my knowledge and belief that the project report does not contain any part of any work which has been submitted to any other university.

Chanda

Chanda

Project Report
On
"Advertising In Marketing Mix "



MAHARSHI DAYANAND UNIVERSITY ROHTAK
(Session 2023-2024)

Submitted to:

Dr. Pushpdeep Dagar

Commerce Dept.

Submitted by:-

Ishu

B.Com. Vocational

Roll No.: -1232598019

University Roll No. 4067196

Government P.G College for Women, Rohtak

Declaration

I Alisha hereby declare that the project report entitled "Market Research in Internet Age" is prepared by me under the guidance Dr. Pushpdeep Dagar of commerce department in Government P.G.College for Women, Rohtak. I assert that the statement made and conclusion drawn is outcome of project work. I further declare that to the best of my knowledge and belief that the project report does not contain any part of any work which has been submitted to any other university.

Ishu
Ishu

Project Report

On

Advertising Aspects



(In partial fulfillment of the requirements for the award of the degree of bachelor of commerce (vocational).)

MAHARSHI DAYANAND UNIVERSITY (ROHTAK)

(SESSION 2023-2024)

Submitted to:-

Dr. Puspdeep *Saga*

(Commerce Department)

Submitted by:-

Komal

Bcom. Vocational (2nd)

Roll no.: -1232598016

University roll no.: -4067197

Govt. P.G. College for Women Rohtak (Haryana)

Declaration

I KOMAL hereby declare that the project report entitled "**ADVERTISING ASPECTS**" is prepared by me under the guidance Dr. Puspdeep of commerce department in Government P.G. College for Women, Rohtak. I assert that the statement made and conclusion drawn is outcome of my project work. I further declare that to the best of my knowledge and belief that the project report does not contain any part of any work which has been submitted to any other university.

KOMAL

Komal

A
Project Report
On
"Message Advertising"



MAHARSHI DAYANAND UNIVERSITY ROHTAK

(Submitted in the partial fulfillment of the requirements for the award of
the degree of Bachelors of Commerce Vocational Course)

(Session 2023-2024)

Submitted to:

Dr. Pushpdeep Daga

Commerce Dept.

Submitted by:-

Krishma

B.Com. Vocational 2nd Sem.

Roll no.:-1232598004

University Roll No. 4067198

Government P.G College for Women, Rohtak

Declaration

I Krishma hereby declare that the project report entitled "**MESSAGE ADVERTISING**" is prepared by me under the guidance Dr.Pushpdeepof Commerce Department in Government P.G. College for Women, Rohtak. I assert that the statement made and conclusion drawn is outcome of my project work. I further declare that to the best of my knowledge and belief that the project report does not contain any part of any work which has been submitted to any other university.

Krishma
Krishma

Project Report
On
Fundamentals of Advertising



Maharshi Dayanand University, Rohtak

Submitted to:

[Signature]
Dr Pushp Deep Dagar

Commerce Department

Submitted by:

Neetu

B.Com vocational

Roll.no 1232598012

University Roll.no : -4067199

Govt.P.G.College for Women,Rohtak (Haryana)

Declaration

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Neetu

Neetu

B.com (Vocational)

Roll no - 1232598012

A
Project Report
On
" Fundamentals of Advertising "



MAHARSHI DAYANAND UNIVERSITY ROHTAK

(Submitted in the partial fulfillment of the requirements for the award of
the degree of Bachelors of Commerce Vocational Course)

(Session 2023-2024)

Submitted to:
Dr. Pushpdeep
Commerce Dept.

Submitted by:-
RIYA
B.Com. Vocational 2nd Sem.
Roll no. - 1232598009
University Roll no. - 4067200

Government P.G College for Women, Rohtak

DECLARATION

I **Riya** hereby declare that the project report entitled " **TYPES OF ADVERTISING** " is prepared by me under the guidance **Dr. Pushpdeep** of commerce department in Government P.G. College for Women, Rohtak. I assert that the statement made and conclusion drawn is outcome of my project work. I further declare that to the best of my knowledge and belief that the project report does not contain any part of any work which has been submitted to any other university.

Riya
RIYA

**Project Report
on
" Aspect of Advertising"**



**MAHARISHI DAYANAND UNIVERSITY
ROHTAK**

(Session 2023-2024)

Submitted to:-

Dr. PushpDeep

Dagar

Submitted by:-

Saniya

B.Com. Vocational

Roll No.:-1232598010

University Roll No.

Government P.G College for Women, Rohtak

Declaration

I Saniya hereby declare that the project report entitled "Aspect of Advertising" is prepared by me under guidance Mrs.Puspdeep Dagar from commerce department in Government P.G. College for Women (Rohtak). I assert that the statement made and conclusions drawn are outcome of project work. I further declare that to the best of my knowledge and belief that the project report does not contain any part of any work which has been submitted to any other university.

Saniya
Saniya

B.Com Vocational

University roll no.

Project Report
On
"Introduction of Advertising"



MAHARSHI DAYANAND UNIVERSITY ROHTAK

(Submitted in the partial fulfillment of the requirements for the award of the degree of Bachelors of Commerce Vocational Course)

(Session 2023-2024)

Submitted to:

Dr. Pushpadeep Dagar

Commerce Dept.

Submitted by:-

Sheetal

B.Com. Vocational 2nd Sem.

Roll no.:-1232598002

University Roll No. 4067202

Government P.G College for Women, Rohtak

Declaration

I sheetal hereby declare that the project report entitled "Introduction of Advetisings" is prepared by me under the guidance Dr. Preeti Malik of commerce department in Government P.G. College for Women, Rohtak. I assert that the statement made and conclusion drawn is outcome of my project work. I further declare that to the best of my knowledge and belief that the project report does not contain any part of any work which has been submitted to any other university.

Sheetal

Sheetal

Project Report
On
Aspects of Advertising



(In partial fulfillment of the requirement for the award of the degree of Bachelor of
Commerce Vocational)

MAHARISHI DAYANAND UNIVERSITY ROHTAK

(Session 2023-2024)

Submitted to:

Dr. Pushpdeep Dagar

Commerce dept.

Submitted by: - Shivani

B.Com Vocational (2nd)

Roll no.: -1232598014

University roll no. 4067203

Government P.G College for Women, Rohtak

Acknowledgement

I would like to express my profound gratitude to Dr. Sushila of commerce department for their contribution to the completion my project titled "I would like express my special thanks to Dr. Pushpdeep Dagar for his time and effort he provided throughout the year. Your useful advice and suggestions were really helpful to me during the project's completion. In this aspect, I am eternally greatful to you. I would like to acknowledge that this project was entirely completed by me and not by someone else.

Shivani
Shivani

PROJECT REPORT
On
SOCIAL ASPECT AND ADVERTISING



(In partial fulfillment of the requirements for the award of the degree of bachelor of commerce(vocational).)

MAHARSHI DAYANAND UNIVERSITY (ROHTAK)
(SESSION 202 3-2024)

Submitted to-

Dr. Pushpdeepdagar

(Commerce Department)

Submitted by- Sujata

B.com vocational(2nd)

Roll no-1232598007

University roll no: 4067204

Govt. P.G. College for Women, Rohtak (Haryana)

DECLARATION

I hereby declare that I have faithfully acknowledged and credits to published work that I have referred from other published sources, by citing and mentioning the credits in bibliography. I further declare that the work presented in this report is original and has not been copied from any other sources. If my work is found copied or plagiarized, the institution holds the right to reject my submitted project report.

Sujata.

GOVT P.G COLLEGE FOR WOMEN

PROJECT WORK
OF
ADVERTISING COPY

PROJECT REPORT

MAHARSHI DAYANAND UNIVERSITY



UNIVERSITY OF HARYANA

HARYANA 214001

Submitted by.

Taniya.

1232598008

4067205

Submitted to

Dr. Pushpdeep Dayan

DECLARATION

I hearby declare that this project entitled "Advertising copy" submitted to MDU University is a record of an original and authentic word done by me under the guidance of Dr. Pushpdeep department of commerce for women Rohtak and this project has not previously formed basis for the award of any degree, diploma or other similar title for recognition.

Taniya

Taniya

B com.(vocational)

008

Project Report
On
Types of Advertising

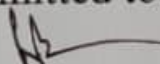


(In partial fulfillment of the requirement for the award of the degree of Bachelor of
Commerce Vocational)

MAHARISHI DAYANAND UNIVERSITY ROHTAK

(Session 2023-2024)

Submitted to:


Dr. Pushpdeep Dagar

Commerce dept.

Submitted by: -Vanshika

B.Com Vocational (2nd)

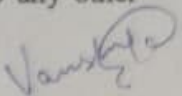
Roll no.: -1232598015

University roll no. 4067206

Government P.G College for Women, Rohtak

Declaration

I Vanshika hereby declare that the project report entitled "Types of Advertising" is prepared by me under guidance Dr. Pushpdeep Dagar from commerce department in Government P.G. College for Women (Rohtak). I assert that the statement made and conclusions drawn are outcome of project work. I further declare that to the best of my knowledge and belief that the project report does not contain any part of any work which has been submitted to any other university.

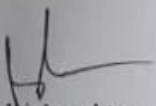

Vanshika

**A
PROJECT REPORT
OF
ADVERTISING**

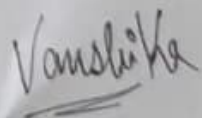


MAHARSHI DAYANAND UNIVERSITY

In partial fulfilment of the requirements for the award of the degree of B. COM
(Vocational)


Submitted to:-
Dr. Pushdeep dagar

Submitted By:-
Vanshika



Declaration

I hereby declare that this project report entitled submitted by me to Maharshi Dayanand University, Rohtak in partial fulfilment of the requirements for the award of the degree of B.COM(Vocational) is a record of bonafide project work carried out by me under guidance of Dr. Pushp deep Dagar. I further declare that the work reported in this project has not been submitted, either and will not be submitted, either in part or full, for the award of any other degree or diploma in this institute or any other university.

SIGNATURE OF THE CANDIDATE: -

Vanshika

Vanshika