

## B. Com. Sem. II (MIC-2)

### Subject - Advertising Management

#### Demerits of Advertisement or, Objections Against Advertisement Part - II

5. Evaluation of Competition: Advertisement is the cause of evolution of competition. Due to cut-throat competition in market, price of the product have to keep minimum or reduce in quality.
6. Moral Degradation: Advertisement creates evolution of moral degradation. For example - advertisement of wine, advertisement of cigarette etc. This is cause of luxury.
7. Noise in Communication: Advertising media eg., magazines, newspapers, carry many messages competing to secure attention of audience simultaneously, thus, advertisement creates noise in communication.
8. Misrepresentation of facts: Due to ambition and interest of maximum earning profit, adverti-