PROJECT SUBMITTED IN PARTIAL

FULFILLMENT OF THE REQUIREMENT FOR THE

DEGREE OF B.A IN ECONOMICS

**TOPIC**

**COMPETITON AND MARKET**

**STRUCTURES**

**RESEARCHER**

HARSHRAJ JADEJA

ROLL NO : G705

B.A (ECONOMICS)

**GUIDE**

DEPARTMENT OF ECONOMICS

SETH R.A COLLEGE OF ARTS AND COMMERCE

RUN BY BHARATIYA VIDYABHAVAN

GUJRAT UNIVERSITY

AHEMEDABAD

**YEAR FEBRUARY 2022**

COMPETITION

AND

MARKET

STRUCTURES

**INTRODUCTION ADVERTISING**

**Unit Structure**

1.0 Objectives

* 1. Introduction
  2. Definitions of Advertising
  3. Features of Advertising
  4. Objectives of Advertising
  5. Importance of Advertising

1.6 Active Participant in Advertising