

**ADVERTISING AND COMMUNICATION  
MANAGEMENT FOR BUSINESS ACTIVITY  
(A CASE STUDY ON RAYMOND'S)**

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**ABSTRACT**

Business plays a vital role in enhancing the economic development of any society. It is important to what extent these activities are managed in order to establish a stable growth in the society. Any Business activity needs to be dealt taking into the social, economic, cultural and political climate of the society. The growth and decline of any business depends upon the communication that helps in sustainability. In this aspect one can view how an advertisement plays a significant role in promoting the product in creating business for economic growth. It is evident that advertisements create interest on the products and persuade the consumer to buy the product. They are created according to social, economic, cultural aspects to retain its business activity in the competition with other products. **KEY WORDS:** Business, Advertisement, Management, Market, Raymond's, Textile, Indian Society.