

END TERM EXAMINATION

FOURTH SEMESTER [BJMC] MAY- JUNE 2013

Paper Code: BJMC-204

Subject: Introduction to Advertising

Time : 3 Hours

Maximum Marks:75

Note: Attempt any five questions including Q.No.1 which is compulsory.
Internal choice is indicated.

Q.1 Write short notes on the following: (5X3=15)

- (a) Global Scenario of Advertising
- (b) Describe as how advertising is a social process.
- (c) Classification of advertising on the basis of target audience.
- (d) Creativity in advertising
- (e) Concept of advertising agencies

UNIT - I

Q.2 Define Advertising. Discuss in detail the nature and scope of advertising in India. (15)

OR

Describe the role and functions of Advertising.

UNIT - II

Q.3 How does communication act as a tool for advertising? (15)

OR

Compare AIDA and DAGMAR models of Advertising communication.

UNIT - III

Q.4 Discuss each of the following as part of classification of advertising on the basis of: (15)

- (a) Geographical Area
- (b) Medium
- (c) Purpose

OR

Discuss in brief each of the following

- (a) Broadcast Media
- (b) Print Media
- (c) Support Media

UNIT - IV

Q.5 How would you select an advertising agency and get the best out of it? (15)

OR

How does an Ad. agency function in relation to a client.
