

END TERM EXAMINATION

FIFTH SEMESTER [BJMC] DECEMBER - 2012

Paper Code: BJMC 301

Subject: Advertising Practices

Time : 3 Hours

Maximum Marks : 75

Note: Attempt all questions. Internal choice indicated.

Q1. Write short notes on the following:

(3x5=15)

- (a) Publicity
- (b) Rural marketing
- (c) Sales promotion
- (d) PR tools
- (e) Corporate advertising

Q2. Define advertising and explain its objectives.

(15)

Or

Define Integrated Marketing Communication and explain its concept.

Q3. Explain advertising campaign and its various stages.

(15)

Or

Elucidate with suitable example, need and importance of budget planning for advertising.

Q4. Write a synopsis for marketing plan of a mobile company. -

(15)

Or

What are the methods of measuring effectiveness of advertising programme; explain with suitable examples.

Q5. Explain briefly:

(3x5=15)

- (a) TRP
- (b) NRS
- (c) PTI
- (d) Story board
- (e) Pitching

Or

Explain briefly:

- (a) TAM
- (b) UNI
- (c) Idea generation
- (d) Media plan
- (e) Brand positioning
