

(Please write your Exam Roll No.)

Exam Roll No. 07621402411

END TERM EXAMINATION

FIFTH SEMESTER [BJMC] DECEMBER 2013

Paper Code: BJMC-301

Subject: Advertising Practices

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions. Internal choice is indicated. All questions carry 15 marks each.

Q1 Write short note on **any three** of the following:-

- (a) Public Relations.
- (b) Direct Marketing.
- (c) Market Segmentation.
- (d) Uses of technology in PR.
- (e) PR Tool.

Q2 Explain Advertising Strategy and its role and relevance.

OR

Explain Concept and Stages of Branding with suitable example.

Q3 Elucidate with suitable example Advertising Research and its need & scope.

OR

Write down the uses and importance of media planning software.

Q4 Explain Role of colours, photographs and computer graphics in advertising.

OR

Write down pre-production, production and post production process for video advertising.

Q5 Write short notes on **any three** of the following:-

- (a) Advertising Agencies.
- (b) Idea Generation.
- (c) Elements of marketing plan.
- (d) Advertising appeal.
- (e) Methods of measuring effectiveness.
