

Maharaja Agrasen Institute of Management Studies

Internal Examination, May, 2023

Subject code: BA(JMC) 202

Subject: Basics of Advertising

BA (JMC) Semester: IV (Morning & Evening Shift)

Max Marks: 40

Time: 2 Hours

Note: All questions are compulsory and carry equal marks.

Q.1 Write short notes on any five of the following: (5*2 =10)

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|---------------------------|-----|
| a) USP | CO1 |
| b) Slogan | CO1 |
| c) Target Audience | CO2 |
| d) Transit Advertising | CO4 |
| e) Commercial Advertising | CO3 |
| f) Outdoor Advertising | CO5 |
| g) DAGMAR | CO4 |

Q.2. a) Explain the relevance of Maslow's need hierarchy model in advertising. (10) CO1

Or

b) Classify advertisements on the grounds of geographical area and purpose. Elaborate with suitable examples. CO1

Q.3 a) 'Advertisements are designed to target the need of the customers. Do you agree with the statement? If yes, support your answer with examples. (10) CO2

Or

b) There is high need for Ethical and Regulatory Aspects in advertising. Comment CO2

Q4. a) Define Advertisement, its types, and functions. (10) CO1

Or

b) 'Creativity in Advertising is important'. Comment. CO2
