

# END TERM EXAMINATION

FOURTH SEMESTER [BA(JMC)] JULY-2023

Paper Code: BA(JMC)-202

Subject: Basics of Advertising

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal Choice is indicated.

Q1 Write short notes on **any three** of the following: (5x3=15)

- a) DAGMAR Model
- b) Creativity in Advertising
- c) Role and Functions of DAVP
- d) Budgeting Process of Advertising Campaign

## UNIT-I

Q2 Explain the classification of advertising based on target audience with contemporary examples. (15)

OR

Q3 Examine the role of different organizations and agencies in fostering ethical standards in advertising industry in India.

## UNIT-II

Q4 Explain the term 'brand.' Throw light upon the advertising strategies to effectively communicate the unique value proposition of a brand. (15)

OR

Q5 Elucidate the elements of an Advertising Copy. Develop a print advertisement for a lifestyle brand.

## UNIT-III

Q6 What are the different types of Advertising agencies in India and how do their organisational structures differ from each other? (15)

OR

Q7 In the competitive world of advertising, what are the key factors that contribute to a successful pitch? How important is it to thoroughly understand the target audience and tailor the message accordingly at the planning stage of a pitch?

## UNIT-IV

Q8 What are the various media measurement tools available in the field of advertising, and how do they assist marketers in assessing the effectiveness and impact of their advertising campaigns? (15)

OR

Q9 Develop an Advertising campaign for 'Beti Bachao, Beti Padhao.'

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