

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.A. (J&MC) (Sem.-6)
MARKETING COMMUNICATION

Subject Code :BAJMC-601-18

M.Code :79365

Date of Examination: 06-01-23

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly :

- a) Publicity
- b) Lobbying
- c) Full form of PRSCI
- d) Brand
- e) Marketing Mix
- f) Press Note
- g) Public Affairs
- h) Online Advertising
- i) TRP
- j) Radio Advertising

SECTION-B

2. Describe the importance of Advertising on social media.
3. Explain the tools of Public Relations.
4. Describe the functions of a PR personnel.
5. Differentiate between Advertising and Marketing.
6. Discuss the ethics of Advertising.

SECTION C

7. Explain the importance, functions and types of Publics in Public Relations.
8. Define advertising as a tool of communication in detail.
9. How important are ethics in the field of Advertising? Explain in context of ASCII codes of Advertising.

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