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Total No. of Pages : 02

Total No. of Questions : 18

BA (JAMC) (2018 Batch) (Sem.-3)

ADVERTISING

Subject Code : BAJMC-303-18

M.Code : 76746

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

Write briefly :

1. Advertising Agency
2. Creative Boutiques
3. Brand Identity
4. Billboards
5. Product mix
6. Direct Marketing
7. Word-of-mouth promotion
8. AAI
9. Propaganda
10. Maslow's Hierarchy model

SECTION-B

11. Discuss the characteristics of advertising.
12. Mention the major objectives of advertising.
13. What is DAGMAR model of advertising?
14. Discuss “*advertising as tool of marketing*”.
15. Discuss the cultural, social and psychological aspects of advertising.

SECTION-C

16. Discuss the importance of advertising.
17. What are the principles of advertising as per ASCI?
18. What are five theories of advertisement?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.