

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 09**

BA (JAMC) (Sem.-3)

## ADVERTISING

**Subject Code : BAJMC-303-18**

**M.Code : 76746**

**Date of Examination : 16-12-2022**

**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) Creative strategy of Advertising
  - b) Target Audience
  - c) Brand Image
  - d) What is advertising planning?
  - e) Online Media
  - f) Sales Promotion
  - g) Media Strategy
  - h) What is Promotion mix?
  - i) Advertisement layout
  - j) Advertising Manager.

## **SECTION-B**

2. What are the functions of advertising?
3. Explain different factors and elements of marketing communication mix.
4. What are the main elements of advertising budget?
5. How important is research in advertising? Explain.
6. Define apex-bodies in advertising.

## **SECTION-C**

7. What is media planning? Explain the steps in media planning.
8. What is Advertising? How would you rate its social and economic impact?
9. What are the challenges to DAGMAR approach?

**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.**