

**Roll No.**

**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. Any two types of advertising and their significance
2. Any two functions of an Advertising department
3. Advertising budget
4. Concept of Marketing Mix
5. Meaning of social marketing
6. Scheduling advertising
7. Meaning of marketing
8. AIDA
9. Advertising campaign
10. Maslow's hierarchy

## **SECTION-B**

11. What are the functions of advertising?
12. How is advertising used as a tool of communication?
13. Describe the AIDA model of advertising.
14. What are the various processes through which advertising takes place?
15. What are the various types of advertising and new trends?

## **SECTION-C**

16. What are the components of Marketing Mix?
17. Establish the relationship between Social Marketing and Advertising.
18. Distinguish between Advertising and Propaganda.

**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.**