Sanjay Ghodawat University, Kolhapur

2020-21

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

EXM/P/09/00

Year and Program: BA | **School of Liberal Arts** | **Department: JMC**

Course Code: MCA105 | **Course Title: Advertisement & Media** | **Semester : I**

Day and Date: | **End Semester Examination** | **Time:2 Hrs.** **Max Marks:50**

Instructions: 1) All Questions are compulsory.
2) Figures at the right indicate full marks

		Marks	Bloom's Level	CO
Q.1	**Answer the following (any Two) -**			
a)	Define advertisement in your own words.	9	L1	CO1
b)	Classify advertising by giving suitable examples.	9	L2	CO1
c)	Explain Stimulus Response Theory in detail.	9	L1	CO2
Q.2	**Answer the following (any two) –**			
a)	Summarize the need for advertising communication.	8	L2	CO2
b)	Relate AIDA model to any favorite advertisement on television.	8	L3	CO3
c)	Correlate STP (Segmentation, Targeting and Positioning) in Marketing.	8	L4	CO4
Q.3	**Answer the following (any two) –**			
a)	Identify advantages and disadvantages of television ads.	8	L1	CO5
b)	Discover ethical issues in advertising.	8	L3	CO5
c)	Memorize and give details of various departments in ad agency.	8	L1	CO6

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