PRN:		Course Code:	MCA1201R

Second Year **BA.JMC** End Semester Examination Summer 2023

Introduction To Advertising

Day and Date: Saturday, 17/06/23 Max Marks: **100**

Time: 2:00 to 5:00 pm Duration: **03**hrs.

			Marks
Q.1		**Attempt the following**	
	a)	Explain Advertising. Elaborate the development of advertising in India.	08
	b)	Elaborate how important the advertising is for the brand with suitable example.	08
		OR	
	b)	Explain basic principle of advertising with suitable example.	08
Q.2		**Attempt the following**	
	a)	Evaluate brand building. Explain the brand building process.	08
	b)	Define advertising. Explain government advertising. Evaluate any TV government Advertising.	08
		OR	
	b)	Define brand. Write down the evolution of brand (logo) with a suitable example	08
Q.3		**Attempt any two from the following**	
	a)	Explain TV advertising for communication. Explain advantages and disadvantages of TV ads.	08
	b)	Elaborate different types of radio advertising. Explain it with suitable example. .	08
	c)	Explain advertising for web. Describe different types of Web advertising with Suitable example.	08
Q.4		**Attempt any two from the following**	
	a)	Explain advertising campaign. Effective Advertising campaign Examples by Popular Brands.	08
	b)	Write down the different types of advertising with suitable example.	08
	c)	Explain the general objectives of ad campaigning.	08
Q.5		**Attempt any Two of the following**	
	a)	Explain Advertising agencies. Evaluate the growth and development of advertising agencies in India.	09
	b)	Elaborate testing. Write down the pre testing methods in detail.	09
	c)	Illustrate the advertising agency structure with diagram.	09
Q.6		**Attempt any Two of the following**	
	a)	Define media research. Explain the parameters in media research.	09
	b)	Explain the Benefits of Advertising to Society with suitable example.	09
	c)	Explain product branding. How product branding is important for any business.	09

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