PRN:		Course Code :	UJM503

Third Year **BA.JMC** End Semester Examination Even 2024

Introduction To Advertising 000786

Day and Date: Sat 23 Nov 2024 Max Marks: **50**

Time : 10:30AM To 12:30PM Duration: **02**hrs

Instructions:All questions are compulsory.

			Marks	Bloom's Level	CO
Q.1		**Attempt any two from the following**			
	a)	Define Advertising. Elaborate different types of advertising with suitable example.	06	01	1
	b)	Illustrate briefly different features of Adverting with example.	06	01	1
	c)	Explain how advertising is important. Write 7 reasons why your business need to advertising.	06	01	1
Q.2		**Attempt any two from the following**			
	a)	Define Brand management. Elaborate the basic principle of brand management.	06	02	2
	b)	Explain Brand Building. Explain how brand can be broken into three high level phases.	06	02	2
	c)	Explain Brand Management process. What are the advantage and disadvantage of brand management?	06	02	2
Q.3		**Attempt the following**			
	a)	Elaborate Radio Adverting. What are the advantages and disadvantages of radio advertising?	06	03	3
	b)	What is advertising agency? Explain the different functions of ad agency.	07	03	3
		or			
	b)	Elaborate Advertising Campaign? What are the factors influencing adverting campaign plan explain it with suitable examples.	07	03	3
Q.4		**Attempt the following**			
	a)	Define Brand Image. What makes brand image so important, and why does it play a crucial role in the success of a business?	06	04	4
	b)	What is Media research in advertising? Elaborate the planning and execution of media research with Suitable examples.	07	04	4
		or			
	b)	Explain Advertising and society? What are the positive and negative impacts of advertising on individual self-esteem and mental health?	07	04	4

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