

(Please write your Exam Roll No.)

Exam Roll No. A2021A02122

END TERM EXAMINATION

FOURTH SEMESTER BA [JMC] JUNE- 2024

Paper Code: BA (JMC) 202

Subject: Basics of Advertising

Maximum Marks: 75

Time: 3 Hours

Note: Attempt all questions as directed. Internal Choice is indicated.

(5×5=25)

Q.1 Write in brief on **any five** of the following:

- a. AIDA Model
- b. Rational Appeal
- c. DAVP
- d. BARC
- e. ASCI
- f. Advertising Pitch

Q.2 What are the different types of advertising? How has advertising changed with the advent of social media? (12.5)

OR

Q.3 "ASCI has evolved over the years". Do you agree with the statement? Critically evaluate the role of ASCI in the contemporary world. (12.5)

Q.4 Elaborate on the various elements of advertising. Design an advertisement for a footwear brand for a lifestyle magazine. (12.5)

OR

Q.5 What are advertising appeals? What are the goals of advertising appeals? Discuss the advertising appeals of any two automobile brands. (12.5)

Q.6 What is an advertising agency? Discuss the role of advertising agencies in India. Explain the organisational structure of an advertising agency. (12.5)

OR

Q.7 Explain the role and function of DAVP in detail. What is the new name of DAVP? (12.5)

Q.8 Discuss in detail the various stages of the Product Life Cycle. Give relevant examples to support your answer. (12.5)

OR

Q.9 What is your favourite advertising campaign? Does budget plays a vital role in the planning of advertising campaigns? (12.5)

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