

(Please write your Exam Roll No.)

Exam Roll No .....

Bharati Vidyapeeth's  
Institute of Computer Applications and ManagementA-4,  
Paschim Vihar, New Delhi-63

Surprise Class Test Paper III [Sem-IV] April 2024

Paper Code: BA (JMC) -202

Subject: Basics of Advertising

Time: 1 Hours

Maximum Marks: 15

**Note: Attempt Three questions in all. Question No. 1 is compulsory and Internal Option is given in all questions.**

1. Attempt Any Two Questions (2.5\*2=5)

- (a) Competitive Analysis:
- (b) Consumer and Market Analysis:
- (c) Any 5 Functions of Advertising Agency
- (d) Situation Analysis
- (e) Media Pitching

2. Describe the types of Advertising agencies. Explain the importance of each type of Advertising agency. (5 Marks)

Or

Draw the organisation structure of an advertising agency. Explain roles of every department. (5 Marks)

3. Discuss the stages of creating an advertisement plan. (5 Marks)

Or

Explain the functions of The Directorate of Advertising & Visual Publicity. (5 Marks)