

(Please write your Exam Roll No.)

Exam Roll No .....

Bharati Vidyapeeth's  
Institute of Computer Applications and ManagementA-4,  
Paschim Vihar, New Delhi-63  
Class Test Paper I [Sem-IV] Feb 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) Banner advertising
- (b) Local Advertising V/s Regional Advertising
- (c) Direct mail
- (d) Jingle
- (e) ASCI

2. Describe the Advertising? Why the advertisements are important in the promotion? Explain its objectives. (5 Marks)

Or

Explain the advantages and disadvantages of Television as a medium of advertisement? Explain with examples. (5 Marks)

3. Elaborate the DAGMAR Model of advertisement? Discuss communication process in DAGMAR approach. (5 Marks)

Or

Explain the classification of advertising of the basis of target audience? Give suitable example for each type. (5 Marks)