

(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 II [Sem-IV] Mar 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) Slogan
- (b) Positive and Negative Strategies
- (c) Caption
- (d) Positioning
- (e) Illustration

2. Describe the Creativity in Advertising. Explain the importance of creativity in advertisements. (5 Marks)

Or

Explain the role of headlines in advertisements. Describe the types of headlines. (5 Marks)

3. Elaborate on the Elements of the audio-visual medium of advertisement? (5 Marks)

Or

Explain all Execution styles in advertising? Give suitable examples for each type. (5 Marks)