

Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63
FIRST SEMESTER [BAJMC] Reappear Examination, January 2023

Paper Code: BAJMC-202	Subject: Basica of Advertising
------------------------------	---------------------------------------

Time: 2 Hours**Maximum Marks: 75**

Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.

1.	Answer all the following questions briefly: -	2.5 × 10 = 25
	(a) What is advertising? Provide a brief definition..	CO1
	(b) Name three types of advertising functions.	CO1
	(c) Explain the AIDA model of advertising communication.	CO2
	(d) Briefly describe the DAGMAR model of advertising communication.	CO2 CO3
	(e) What is the significance of Maslow's Hierarchy Model in advertising?	CO3 CO4
	(f) Provide examples of different classifications of advertising based on target audience.	CO1 CO2
	(g) How does advertising vary based on geographical area?.	CO2 CO4
	(h) Identify three elements of an advertisement.	CO2
	(i) Explain the concept of brand in advertising.	CO3
	(j) How can creativity in advertising contribute to brand differentiation?	CO3
UNIT - I		
2.	(a) Define advertising and explain its types and functions.	6 CO1
	(b) Discuss the AIDA model, DAGMAR model, and Maslow's Hierarchy Model in the context of advertising communication.	6.5 CO2 CO3

3.	(a)	Classify advertising based on target audience, geographical area, medium, and purpose.	6	CO3
	(b)	Explain the ethical and regulatory aspects of advertising with reference to ASCI and AAI Code.	6.5	CO2
UNIT - II				
4.	(a)	Discuss the concept and importance of creativity in advertising.	6	CO1
	(b)	Explain the elements of advertisement, including copy, slogan, and audio-visual elements.	6.5	CO2
5.	(a)	Define the concept of brand and describe the process of segmentation, targeting, and positioning in advertising.	6	CO2
	(b)	Explore different advertising appeals used in marketing campaigns.	6.5	CO3 CO4
UNIT - III				
6.	(a)	Define an advertising agency and discuss its concept, types, functions, and various departments.	6	CO3
	(b)	Explain the structure and hierarchy of an advertising agency.	6.5	CO2
7.	(a)	Discuss the process of planning and pitching in advertising.	6	CO2 CO3
	(b)	Describe the role and functions of the Directorate of Advertising and Visual Publicity (DAVP).	6.5	CO3
UNIT - IV				
8.	(a)	Explain the concepts of media planning and scheduling in advertising.	6	CO2 CO4
	(b)	Discuss the uses and importance of media measurement tools such as IRS, RAM, BARC, and WAM.	6.5	CO2 CO3

9.	(a)	Describe the budgeting process in advertising and explain the factors that affect advertising budget.	6	CO3 CO4
	(b)	Create an advertising campaign and discuss its concept and stages in the product life cycle.	6.5	CO3 CO4