

**Bharati Vidyapeeth's**  
**Institute of Computer Applications and Management (BVICAM)**  
**A-4, Paschim Vihar, New Delhi-63**  
**FOURTH SEMESTER [BA (JMC)] Internal Examination, March 2024**

Paper Code: BA (JMC) 202

Subject: Basics of Advertising

Time: 2 Hours

Maximum Marks: 45

**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: -			1.5 × 10 =
	15			
	(a)	Compare Advertising v/s Publicity		CO2
	(b)	Describe the SWOT analysis		CO4
	(c)	Discuss the Corporate Advertising		CO1
	(d)	Explain the Characteristics of ASCI		CO1
	(e)	State the Objectives of AAI		CO1
	(f)	Mention any two recent slogans you liked most. Please mention the reason also.		CO2
	(g)	Compare Industrial Advertising v/s Professional Advertising		CO2
	(h)	Elaborate the DAGMAR Model		CO4
	(i)	Discuss the Brand Targeting		CO2
	(j)	Write a short note on Banner Advertising		CO1
<b>UNIT - I</b>				
2.	(a)	Describe the concept of marketing mix in advertising? Discus all the elements with example.	5	CO2
	(b)	Explain the Classification of advertising on the basis of medium? Create a comparative analysis of newspapers and television as media of advertisement.	5	CO4
	(c)	"Advertising is a nonpersonal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media." Explain.	5	CO3
3.	(a)	Analyze the AIDA Concept in advertising? How it is playing an important role in promotional mix?	5	CO2
	(b)	Discuss the features of outdoor advertisement. Explain how the importance of outdoor advertisement is increasing with the popularity of shopping mall culture? Justify with examples.	5	CO4

	(c)	Elaborate the ethical standard considered important for advertising on television? State the code for commercial advertising of Doordarshan with example.	5	CO1
<b>UNIT - II</b>				
4.	(a)	Define the concept of creative strategy? Discuss how are the U.S.P and the Positioning used in creative strategy?	5	CO2
	(b)	Illustrate the elements of advertising copy? State your agreement or disagreement with the statement – “Copy is the core of advertising”.	5	CO4
	(c)	Discuss the Market Segmentations in advertising? Explain the criteria of successful Market segmentation?	5	CO2
5.	(a)	Do you agree that layout plays a crucial role in enhancing the attractiveness of a design? If so, could you please describe the different types of layouts that are commonly used in advertising with the examples of each one?	5	CO2
	(b)	Describe the elements of Audio advertainments. Draft a advertising Script of 30 seconds for any social issues.	5	CO3
	(c)	Discuss the advertising appeals in detail. Also, as an advertiser, how can you use these appeals to create a successful advertisement?	5	CO4