



**BHARATI VIDYAPEETH'S**

**INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi) A-4,  
Paschim Vihar, Rohtak Road, New Delhi-110063, Visit us at: <http://www.bvicam.in>

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Course Code: BA(JMC)202

Course Name: Basics of Advertising

**Assignment - 2**

(Based on Unit–III)

- Q1. Describe the concept of an advertising agency and the various departments within it. Explain the roles and responsibilities of each department in the advertising process. (CO3, BTL2)
- Q2. Compare and contrast different types of advertising agencies, such as full-service agencies, creative boutiques, and digital agencies. Discuss the advantages and disadvantages of each type. (CO3, BTL5)
- Q3. Analyze a case study of a successful advertising pitch made by an agency to a prominent client. Highlight the strategies and tactics used to secure the account. (CO3, BTL4)
- Q4. Imagine you are starting your advertising agency. Outline a comprehensive plan, including the organizational structure and key functions, to ensure its success in the competitive market. (CO3, BTL6)
- Q5. Investigate the role and functions of the Directorate of Advertising and Visual Publicity (DAVP) in promoting government campaigns. Analyze the impact of DAVP's initiatives on public awareness. (CO3, BTL4)