

(Please write your Exam Roll No.)

Exam Roll No .....

Bharati Vidyapeeth's  
Institute of Computer Applications and Management A-4,  
Paschim Vihar, New Delhi-63

Model Question Paper I [Sem-IV]

Paper Code: BA (JMC) -202

Subject: Basics Of Advertising

Time: 3 Hours

Maximum Marks: 75

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

1. Attempt all Questions (3\*5=15)
  - (a) DAGMAR
  - (b) Corporate Advertising
  - (c) Creative Planner
  - (d) Targeting
  - (e) ASCI
  
1. What do you understand by ethics in advertisement? Are the ethics being followed in Indian advertisements? Explain with examples. (15 Marks)

Or

Advertising is commercial communication – Do you support this view? Discuss with examples (15 Marks)
  
2. Copy is the core of advertising – Do you agree with this statement? What are the essential elements of a good advertising? Why? Give your answer with examples (15 Marks)

Or

Why is the use of brand increasing in advertisement campaign? What are the characteristics of brand positioning? Discuss. (15 Marks)
  
3. Discuss the different creative strategies involved in producing television commercials. (15 Marks)

Or

Research in Advertising is not just limited to feedback, but is the first step in the Advertising process. Discuss. (15 Marks)
  
4. Explain the difference between radio and TV advertising highlighting their respective (15 Marks)

Or

What are the different steps of advertising campaign? Discuss the necessity of such campaign. (15 Marks)