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B.Sc.(MEFT) (Sem.-5)

DOCUMENTARY AND ADVERTISEMENT FILMS

Subject Code : BMEFT-307

M.Code : 13528

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

- 1. Write briefly :**
- a) Define film.
 - b) Campaign
 - c) Post testing
 - d) USP
 - e) Branding
 - f) Packaging
 - g) Sponsor
 - h) Celebrity Advertising
 - i) References
 - j) Jingle

SECTION-B

2. Why choosing the right subject important?
3. What is the role of a copy writer?
4. Mention the elements of a typical advertisement.
5. List the unique features of advertising communication.
6. List **any four** popular advertising appeals.

SECTION-C

7. List various steps undertaken in the planning and execution of an advertising campaign.
8. Discuss the role of word in advertising. Give suitable examples.
9. Differentiate between advertisements on television and in print.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.