

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(MEFT) (Sem.-2)

ADVERTISING

Subject Code : BMEFT-104

M.Code : 13508

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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) Papa
- b) Desire
- c) Bus panel
- d) 3-sheet poster
- e) Brand image
- f) Commercial
- g) Jingle
- h) Classified ad
- i) Double page spread
- j) Wall display

SECTION-B

2. Explain USP.
3. What is meant by client brief?
4. Mention three characteristics of advertising as a medium of communication.
5. Why is advertising needed?
6. Mention four advantages of radio as a medium of advertising.

SECTION-C

7. Discuss the role and effects of advertising.
8. Highlight the importance of outdoor and direct-mail advertising.
9. List 10 landmarks in the history of advertising in India.

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.