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Total No. of Pages : 02

Total No. of Questions : 09

BA (JAMC) (2018 Batch) (Sem.-3)

**ADVERTISING**

Subject Code : BAJMC303-18

M.Code : 76746

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) DAGMAR Model
- b) Any two types of advertising and their significance
- c) Any two functions of an Advertising department
- d) Advertising budget
- e) Concept of Marketing Mix
- f) Meaning of social marketing
- g) Scheduling advertising
- h) Meaning of marketing
- i) Difference between publicity and propaganda
- j) Any two features of online marketing





**SECTION-B**

2. Define advertising and trace its history.
3. "*Advertising is an effective tool of communication*". Do you agree? Give reasons.
4. Describe Maslow's Hierarchy Model.
5. What criteria is applied to decide in which a product or service is to be advertised?
6. What are the various types of advertising and new trends?

**SECTION-C**

7. Discuss the factors which determine Marketing Mix.
8. "*Advertising is a tool of marketing*". Justify.
9. Distinguish between Advertising and Publicity.

**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.**

