Roll No. ☐☐☐☐☐☐☐☐☐☐☐   **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.