

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BAMT (Sem.-6)
PUBLICITY DESIGNING AND MEDIA LAWS
Subject Code : AMT-601
Paper ID : [F0337]

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 :

- i) Publicity
- ii) Design
- iii) Brochure
- iv) Poster
- v) Leaflet
- vi) Cut-out
- vii) AM
- viii) Website
- ix) Blog
- x) Contempt

SECTION-B

2. Mention different types of print media.
3. What is FM radio?
4. Highlight the importance of exhibition.
5. Explain the concept of globalization.
6. When does civil contempt occur?

SECTION-C

7. What is the role of Indian print media in the context of globalization?
8. Discuss the role of electronic media in publicity.
9. How has the Internet emerged as a potent tool of publicity?