

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

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

ADVERTISING

Subject Code : BMEFT-104

Paper ID : [F0307]

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. Advertorials
- b. Infotainment
- c. Brand Ambassador
- d. Ad Campaign
- e. Time Slot
- f. Commercial site
- g. Flex
- h. Freebies
- i. Salesman
- j. Dummy

SECTION-B

2. Write about the social function of advertising.
3. Write about the use of social media for advertising.
4. Why is inter-cultural communication important while advertising?
5. What are the various departments in the advertising agency?
6. Comment about the advertising done on New Channels.

SECTION-C

7. Define advertising and discuss its origin and growth.
8. Write about the advertising practices of the central and state government departments.
9. What are the various types of advertising media?