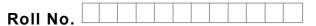


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Total No. of Pages : 01

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M.Sc.(JAMC) (2015 to 2017) (Sem.-1) ADVERTISING Subject Code : MJAMC-105 Paper ID : [B0443]

Time: 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

- 1. Attempt any FIVE questions out of SIX questions.
- 2. Each question carries TWELVE marks.
- 1. List ten landmarks in the evolution and growth of advertising.
- 2. Identify the place of advertising in the marketing mix.
- 3. Discuss the various classification of advertising.
- 4. What is the code of conduct of AAAI?
- 5. Discuss the critical importance of advertising appeals.
- 6. What are the distinguishing features of internet advertising?