

Total No. of Pages : 01

Total No. of Questions : 06

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 AAI?
5. Discuss the critical importance of advertising appeals.
6. What are the distinguishing features of internet advertising?