Roll No.							Total No. of Pages: 02

Total No. of Questions: 09

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

ADVERTISING

Subject Code: BMEFT-104 M.Code: 13508

Time: 3 Hrs. Max. Marks: 60

INSTRUCTION TO CANDIDATES:

- 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) Advertising
- b) Media
- c) Communication
- d) Source encoder
- e) Code
- f) Channel
- g) AIDA
- h) Outdoor
- i) Direct Mail
- i) Transit

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SECTION-B

- 2. Distinguish between Advertising and Publicity.
- 3. Mention five functions of Advertising.
- 4. Why is Radio still an important medium of advertising?
- 5. What are the benefits of advertising to media?
- 6. Highlight the importance of brand image.

SECTION-C

- 7. Discuss various communication theories applied to advertising.
- 8. What are the need and purpose of advertising?
- 9. Explain the positive and negative effects of advertising.

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.

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