

B.F.A. - 5th Sem. (Specialization of Applied Art)
(2114)**Paper-I: Advertising Profession & Practice****Time allowed: 3 hrs.****Max. Marks: 50****Objective Type Questions - All questions are compulsory:****(2 marks each)**

1. Who created the campaign for political party BJP?
a) Prahlad Kakka b) Praso~~o~~n Joshi c) Piyush Pandey d) b & c

2. What is transit advertising? ✓
a) Billboards b) Flex c) Ads on Vehicles d) New Media

3. What is broadcasting media?
a) Radio ✓ b) Newspaper c) Pamphlets d) all of these

4. Who is the full form of O&M in Advertising?
a) Oliver & Mattews b) Octopus & Marketing c) Ogilvy & Mather d) Oswal & Maharaja

5. What is the element of Layout?
a) Sub heading b) Heading c)Text d) All of these ✓

Short Answer Type Questions – Attempt any two:**(5 marks each)**

- 1) Describe advantages of Advertising Campaign.
- 2) Describe recent trends in Modern Advertising.
- 3) Explain Broadcasting media for Advertising.

Long Essay type questions – Attempt any two**(15 marks each)**

- 1) What is campaign planning? Explain its objectives and principles.
- 2) Explain at length about various popular medias used for Advertising.
- 3) What is the methos of selection of Medias for Advertising?
- 4) Explain in details about USP and its application.

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