

**Exam. Code : 108107**

**Subject Code : 1920**

**Bachelor of Fine Art 7<sup>th</sup> Sem.**

**(Specialization of Applied Art)**

**ADVERTISING PROFESSION & PRACTICE**

**Paper—III**

Time Allowed—3 Hours] [Maximum Marks—75

**Note :-** Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The **fifth** question may be attempted from any section. All questions carry equal marks.

**SECTION—A**

1. What are the main functions of copy writing ?
2. How many types of copy are there ? Explain in detail.

**SECTION—B**

3. What is buying behavior ? How it is important ?
4. What do you know about consumer decision making process ? Write.

**SECTION—C**

5. Discuss about the scope of market research and motivational research.
6. Write about the marketing polices and methods.

**SECTION—D**

7. What is role of personal selling in advertising ? Discuss.
8. How public relations help in brand building ?