

Sr.No.1959

Exam Code: 113403
Subject Code : 3944

Bachelor of Vocation (Journalism & Media) - 3rd Sem. (Batch 2020-23)
(2221)

Paper-V : Advertising

Time allowed: 3 hrs.

Max. Marks: 75

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Note :- There are four sections. Attempt five questions; selecting at least one question from each section. The fifth question may be attempted from any section. Each question carries 15 marks.

SECTION-A

1. Explain the concept and scope of Advertising in detail.
2. Explain different modes of Advertising with examples.

SECTION-B

3. Explain different organs of Ad agencies with their functions.
4. Explain few things to be kept in mind while organizing an Ad campaign.

SECTION-C

5. How to make an effective Ad copy? Give examples.
6. Explain Advertising appeals in detail.

SECTION-D

7. How Advertising have an impact on our lifestyle?
8. Explain ethical codes of Advertising in detail.

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