



Total No. of printed pages =

SUBJECT CODE - JMC092104

Roll No. of candidate

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2017

End Semester BA(JMC) Examination

1st Semester

THE WORLD OF ADVERTISING

Full Marks- 70

Pass Marks- 21

Time- 3 hours

The figures in the margin indicate full marks.

PART – A

Q.1. All questions are compulsory:

(16 X 1 = 16)

- A. What is advertising?
- B. What are the basic purposes of advertising?
- C. What is Soup Opera?
- D. Name the first Indian advertising agency and where it was established?
- E. What are the main features of advertising?
- F. What is marketing mix?
- G. In which year Bajaj Bicycles were introduced in Indian market?
- H. What are the five levels of advertisement marketing?
- I. What are the two different approaches to market segmentation?
- J. What are the two ways to reach target audience?
- K. What is DAGMAR model stands for?
- L. Name the brand which used a Rolls Royce in front of a country manor for its bag range.
- M. What is an advertising agency?
- N. What is the first consideration to select an advertising agency for advertiser?
- O. What are the two categories of advertising agency?
- P. What HTA stands for?

PART – B

Q.2. All questions are compulsory:

(14)

- A. What is the role of advertising for brand promotion?

(3 Marks)

Or

Explain the nature and scope of Advertising.

B. Describe the factors influencing the marketing mix? **(4 Marks)**

Or

Explain the relationship of advertising to the marketing process.

C. What is the contribution of advertising for a product or a brand? **(3 Marks)**

Or

Explain the various positioning strategies of advertisement.

D. What do you mean by advertisement agency? Name any two advertisement agencies in India. **(4 Marks)**

Or

Describe the various functions of advertisement agency.

PART – C

Q. 3. All questions are compulsory: (4 X 10 = 4)

A. Define advertisement. What are the different types of advertisements?

Or

Briefly explain the history of advertisement in India.

B. Explain the influence of new media technology in advertisement.

Or

What are the factors influencing the marketing mix?

C. Describe the importance of advertising planning.

Or

What are the roles of research in advertising?

E. Discuss the nature of relationships between clients and agencies.

Or

Describe the roles and responsibilities of the agencies in the advertising development process.