



Total No. of printed pages =

SUBJECT CODE - JMC094103

Roll No. of candidate

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2017

End Semester MA(JMC) Examination

1st Semester

ADVERTISING, MARKETING AND RESEARCH

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 universe?
- B. What is marketing mix?
- C. What is sampling unit?
- D. What is brand?
- E. Name two top advertising agencies in India.
- F. What is reachability in advertising?
- G. What is TRP?
- H. What is the full form of ABC?
- I. What is Public Relations?
- J. What is Ad-tests?
- K. What is target market research?
- L. What is demographic?
- M. What is circulation in Print Media?
- N. What is Auditorium Research?
- O. What is readability?
- P. Who introduced the Portable People Meter?

PART – B

Q.2. All questions are compulsory:

(14)

- A. Define Marketing Research. What is the role of advertising in sales promotion?

Or

(3 Marks)

What are the differences between Qualitative & Quantitative Methodologies?

B. Explain the various kinds of Advertising Research. **(4 Marks)**

Or

What is brand positioning? How Bollywood effectively use the brand positioning in promoting their films?

C. Explain the procedure of Opinion Surveys. **(3 Marks)**

Or

Write a short note on Google Analytics.

D. Explain the factors to be considered while selecting media for advertisement?

Or

(4 Marks)

'*Copytesting takes places at every stage of the advertising process*', elaborate the statement.

PART – C

Q.3. Choose any one set of questions from each group: (4 X 10 = 40)

A. i. Explain the Classification of Marketing Research.

ii. What are the different types of Sampling Technique?

Or

iii. Explain the different Data Collection Methods?

iv. Describe the Marketing Research Process?

B. i. What is the nature and scope of Advertising Research?

ii. What is the impact of Television Advertisement on Children?

Or

iii. Explain the Projective Technique in Advertising Research.

iv. What is the role of research in Brand Management ?

C. i. Explain the four step model of Public Relations Process.

ii. Describe the various areas of research in Public Relations.

Or

iii. Describe the role of research in Public Relations

iv. What is Gatekeeping Research in monitoring the Public Relations programs?

D. i. What are the different elements of Print Advertising?

ii. Explain the process of Neilson's People's Meter.

Or

iii. How persuasion is important in advertisement?

iv. Prepare an advertisement proposal for launching new product/services