

**Bharati Vidyapeeth's**  
**Institute of Computer Applications and Management (BVICAM)**  
**A-4, Paschim Vihar, New Delhi-63**  
**FOURTH SEMESTER [BA (JMC)] Internal Examination, May 2023**

<b>Paper Code: BA(JMC)-202</b>	<b>Subject: Basics of Advertising</b>
<b>Time: 2 Hours</b>	<b>Maximum Marks: 45</b>
<b>Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.</b>	

1. Answer all the following questions briefly: - 1.5 × 10 = 15
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| (a) Outline the Regulatory Aspects of ASCI                           | CO1 |
| (b) Mention any Four Appeals used in advertising.                    | CO2 |
| (c) Write classification of various types of advertising             | CO1 |
| (d) Evaluate Parameters for the evaluation of Ineffective Ad Copy    | CO3 |
| (e) Illustrate Maslow Hierarchy Model                                | CO1 |
| (f) Explore different Areas of Advertising Regulation                | CO2 |
| (g) Recommend Regulatory Issues in Direct Marketing and E-Commerce   | CO3 |
| (h) "Symbolism is one of the major aspects of advertisement" Comment | CO4 |
| (i) Predict the need for Action Advertising                          | CO1 |
| (j) Explain the importance of Target Audience Analysis               | CO1 |

**UNIT - I**

2. (a) Assess Political, Public Service, Industrial and Consumer Advertising. 5 CO4  
Differentiate between Industrial and Consumer Advertising□
- (b) Connect ethical issues in advertising with reference to existing social frame 5 CO1  
work.
- (c) Measure the impact of communications in Many ways and how are they 5 CO1  
integrated with advertising
3. (a) Summarize the relevance of AIDA Model in setting Advertising Objectives. 5 CO1  
Compare and contrast with DAGMAR Model.
- (b) Advertising is commercial communication - Do you support this view? 5 CO1  
Discuss with examples
- (c) Classify the social and economic benefits of advertising? Does advertising 5 CO1  
really contribute to improve our standard of living?

**UNIT - II**

4. (a) Investigate the technique of Creative Strategy Development for an Advertisement. 5 CO1  
Also describe the role of Appeal and Execution style in it.
- (b) Prepare complete breakdown with examples related "Copy is the core of 5 CO2  
advertising"
- (c) Formulate the pattern of market segmentation using effective 5 CO2

advertising

5. (a) Emotional Sales Promotion is now an integral part of Advertising. Discuss with reference to television commercial with “India” as its theme. 5 CO4
- (b) “Creative Execution refers to the manner in which a marketing communication appeal is carried out.” In the light of the given statement examine various execution styles with example. 5 CO4
- (c) Give detailed research for preparing print media Ad layout for a “Save The Earth” campaign? 5 CO2