

Roll No. ....

Total Pages : 2

**351504**

**December 2023**

**B.A. (JMC) Vth SEMESTER**

**Introduction to Advertising (BJMC-504-21)**

Time : 3 Hours]

[Max. Marks : 75

*Instructions :*

- 1. It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
- 2. Answer any four questions from Part-B in detail.*
- 3. Different sub-parts of a question are to be attempted adjacent to each other.*

**PART-A**

1. (a) Define Advertising. (1.5)  
(b) Name four renowned Ad agencies of the world. (1.5)  
(c) Define PESTEL. (1.5)  
(d) What is Brand equity? (1.5)  
(e) Define Consumer Behavior. (1.5)  
(f) What are ATL and BTL, in advertising? (1.5)  
(g) Define Market Segmentation. (1.5)  
(h) What is a Creative brief? (1.5)

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- (i) Define Integrated Marketing communication tools. (1.5)
- (j) Define Copyright. (1.5)

### PART-B

2. (a) What are the different types of Appeals? (10)
- (b) Write a note on the evolution of Advertising. (5)
3. (a) Write down five major Ad agencies and their accounts mentioning Ad campaigns. (5)
- (b) Elaborate the DAGMAR and AIDCA models of Advertising. (10)
4. Write a note on Maslow's hierarchy model of needs. (15)
5. (a) Explain Advertising appropriation and budgeting. (5)
- (b) Write a note on the structure and function of an Ad Agency. (10)
6. (a) Explain the concept of Advertising agencies. Also the growth and Development of Ad. Agencies. (10)
- (b) What are the corporate laws related to Media? (5)
7. Explain Advertising as a PR tool with suitable case studies. (15)