



Sanjay Ghodawat University Kolhapur

Established as a State Private University under Govt. of Maharashtra Act No. XL dated 3rd May 2017

Empowering Lives Globally !

End Semester Examination (SEM-I)

B.A Multimedia and Mass Communication

Subject Code: MCA 105

Course Title : Advertisement and Media

Day and Time - ~~Thursday, 30 Nov 2017~~ - 10.30AM to 1.30PM

Time: 3Hr

02 DEC 2017

Marks: 100

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- 1) All questions are compulsory
 - 2) Figures to be right indicate full marks.
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Q.01	Fill in the blanks with appropriate option	Marks-	CO
		08	
a)	Advertising is ----- well told.	01	CO1
	i) Truth ii) Myth iii) Idea iv)Picture		
b)	-----of communication in advertising is creative.	01	CO1
	i) Process ii) Product iii) Approach iv)Type		
c)	Defined approach is the attribute of	01	CO2
	i) AIDA ii) DAGMAR		
	iii)SM iv)NETMEDIA		
d)	-----is essential for reaching customer in AIDA model.	01	CO2
	i) Attention ii) Interest		
	iii) Desire iv)Buying Capacity		

e) Hurdles in advertising is	01	CC
i) Market ii) Idea iii) Budget iv) Creativity		
f) Market strategy depends upon -----	01	CC
i) Brand ii) Image iii) Price iv) Customer		
g) Advertising agency survives on -----	01	CO
i) Service ii) Creativity iii) Idea iv) Capital		
h) Advertisement planning is -----	01	CO
i) Finance function ii) HR Function		
iii) Mgt Function iv) Creative Function		

Q.02 Answer in one or two sentences (Any Eight)

Marks- CO

16

a) Define Advertisement	02	CO1
b) Advertising theories relevance	02	CO1
c) DGMAR-essential in information	02	CO2
d) MASLOWs assumption	02	CO2
e) STP stands for?	02	CO3
f) Mention TOP electronic media house	02	CO3
g) Public Relation	02	CO4
h) Regulatory body	02	CO4
i) Define Encoding.	02	CO4

Q.03 Write short note on any Four.

Marks- CO

16

a) Process of print advertising	04	CO1
b) Three models of advertising	04	CO2
c) Media planning	04	CO3
d) Creativity in advertising industry	04	CO4
e) Ethics in Public relation	04	CO4
f) Handling culture issue in advertising	04	CO4

Q.04	Attempt any Six of the following.	Marks-	CO
		30	
a)	Describe mass communication process	05	CO1
b)	Explain DAGMAR Model with eg.	05	CO2
c)	Difference in STP and brand management	05	CO3
d)	Scheduling in electronic media.	05	CO3
e)	Write historic account of Indian advertising.	05	CO4
f)	Role of advertising regulatory bodies.	05	CO4
g)	Ethics in Media	05	CO4

Q.05	Attempt any Three of following	Marks-	CO
		30	
a)	Theories in advertising.	10	CO1
b)	AIDA	10	CO1
c)	Capitalism and Socialism	10	CO2
d)	Maslows hierarchy	10	CO2
e)	Brand Management	10	CO3