



Re- End Semester Examination (SEM-I)

B.A Multimedia and Mass Communication

Course Code: MCA 105

Course Title: Advertisement and Media

Day and Date: ~~Thursday, 30 Nov 2017~~

Time: 10.30AM to 1.30PM

Time: 3Hr

26 Dec 2017

Marks: 100

1) All questions are compulsory

3) Figures to the right indicate full marks.

Q.01	Fill in the blanks with appropriate option	Marks-	CO
		08	
a)is an audio-visual form of marketing communication.	01	CO1
	i) Navigating ii) Processing		
	iii) Advertising iv) Translation		
b)	Advertising is a	01	CO1
	i) Paid communication ii) Creative process		
	iii) Marketing tool iv) All		
c)	AIDA stands for	01	CO2
	i) All India Dental Association		
	ii) Attention Interest Desire and action		
	iii) Both option iv) None of these		

- d) DAGMAR stands for..... 01 CO2
- i) Defining Advertising Goals for measured Advertising Result
 - ii) Defending advocating goals to measured Advertising Result
 - iii) Data analysis Goal to Measurement measured Advertising Result
 - iv) None of these
- e)media is faster than print media. 01 CO3
- i) Online ii) Newspaper
 - iii) Books iv) Journals
- f) is an advertising media. 01 CO3
- i) Newspaper ii) Radio iii) Online iv) All
- g)is an advertising agency. 01 CO4
- i) McCann
 - ii) Denstu Communication
 - iii) Facebook
 - iv) Both 1 and 2
- h) Encoding is the process of..... 01 CO4
- i) Converting
 - ii) Painting
 - iii) Processing
 - iv) None of these

Q.02	Answer in one or two sentences (Any Eight)	Marks-	CO
		16	
a)	Define Advertisement.	02	CO1
b)	Theories of advertisement.	02	CO1
c)	What is the purpose of models in advertisement?	02	CO2
d)	List out models of advertisement?	02	CO2
e)	What are the types of electronic media used for advertisement?	02	CO3
f)	Define segmentation?	02	CO3

g) Give two names of any advertising news agency.	02	CO4
h) ASCI stands for?	02	CO4
i) Define Encoding.	02	CO4

Q.03 Write short note on any Four.

	Marks-	CO
	16	
a) Communication process in advertisement	04	CO1
b) Models of advertisement	04	CO2
c) Steps in media planning	04	CO3
d) Skill of advertising professions	04	CO4
e) Cultural code	04	CO4
f) Ethical issues in Advertising	04	CO4

Q.04 Attempt any Six of the following.

	Marks-	CO
	30	
a) Describe advertisement as communication.	05	CO1
b) Explain Maslows hierarchy model.	05	CO2
c) Give the difference between print and other advertising media	05	CO3
d) Segmentation Targeting and positioning(STP)	05	CO3
e) Give the details of any one of the Indian advertising agency.	05	CO4
f) Advertising regulatory bodies.	05	CO4
g) Role of advertising agency.	05	CO4

Q.05 Attempt any Three of following

	Marks-	CO
	30	
a) Define Grammar of advertisement	10	CO1
b) Explain in brief 'Capitalism'	10	CO1
c) Write about 'DGMAR' Model	10	CO2
d) Write in brief 'AIDA' Model	10	CO2
e) Write in brief 'Branding'	10	CO3