

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
Department of Mass Communication Even Backlog / Semester End Examination (SEE), June 2023 [Programme: BJMC] [Semester: II] [Batch: Even Backlog]				
Course Title: Basics of Advertising		Max Marks: 100		
Course Code: BAJC1013		Time: 3 Hrs.		
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks)		5 Marks each		
1.	Define Advertising.		K2	5
2.	Design a labelled diagram for AIDA Model.		K2	5
3.	Explain various functions of a Full-Service Ad agency.		K2	5
SECTION-B (40 Marks)		10 Marks each		
4.	Identify various functions of ASCI (Advertising Standard Council of India).		K3	10
5.	Choose any five leading advertising agencies of the world and discuss them in brief.		K3	10
6.	Identify any five basics elements of a print copy Ad.		K3	10
7.	Develop broad classification of advertising according to media and functions. OR Develop an ad copy for Radio to advertise Galgotias University for Admission 2024.		K3	10
SECTION-C (45 Marks)		15 Marks each		
8.	Design a print ad for a FMGC product of your choice using colours with original logo/tag line/slogan.		K4	15
9.	Analyze the structure of an Ad Agency. Create a labelled diagram for the same.		K4	15
10	Compare between E-mail Advertising and 'Search Engine Marketing'. Give suitable examples. OR Analyse the use of Chat Bot in Advertising.		K4	15