

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2946

I

Unique Paper Code : 6294002001

Name of the Paper : Advertisement and Media

Name of the Course : **B.A.(H) Multi Media and
Mass Communication (GEC)**

Semester : III

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll. No. on the top immediately on receipt of this question paper.
2. Attempt **any five** questions.
3. **All** questions carry equal marks i.e. 18 marks each.

1. What is an advertisement? Discuss its role as a communication tool in the modern media landscape.
2. What is consumer culture? How do advertisements influence consumer purchasing decisions?

P.T.O.

3. How can Maslow's Hierarchy of Needs be applied to advertising? Provide examples of advertisements targeting different levels of Maslow's hierarchy.
4. Discuss the stages of the product life cycle and how they influence product decisions in the marketing mix.
5. What is market segmentation, and why is it important for businesses to segment their markets? Discuss the different bases for segmentation.
6. What are the key steps involved in planning an advertising campaign? Briefly explain each step.
7. Write short notes on promotional tools (advertising, sales promotion, PR) used in the marketing mix and their effectiveness across various industries.
8. Write short notes on any three of the following:
 - (i) ASCI
 - (ii) Branding
 - (iii) AIDA Model
 - (iv) Place Mix