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Total No. of Printed Pages: [01]

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Bachelor of Fine Art (Applied Arts) (Semester – 5th)

ADVERTISING ART AND COMMUNICATION

Subject Code: BFARS1-505

Paper ID: 22430114

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section –A set of containing six compulsory questions of 2 marks (12 marks), each requiring short answers.
2. Section –B consist three units having 2 question each. Student has to attempt any 04 question by selecting atleast 1 question from each unit.

Section – A

2 Marks each

- Q1. What is a marketing introduction?
- Q2. What is the main objective of setting media objectives?
- Q3. What is the first step in the strategic planning process?
- Q4. What is the difference between local and National Advertising?
- Q5. What is media planning? Why is it important?
- Q6. What are the five types of media elements?

Section – B

12 Marks each

UNIT-I

- Q7. Why Your Business Needs a Marketing Strategy? Explain.
- Q8. Why is a media strategy important? Write down steps to make successful Plan of Media Strategy?

UNIT-II

- Q9. What is Strategic Marketing Planning? What are the 4 types of target audience?
- Q10. Why is a Communication Strategy Important? What are The 3 Main Elements of a Communications Strategy?

UNIT – III

- Q11. What are the 5Ms of Advertising?
- Q12. What are the Components Of Media Planning?