

END TERM EXAMINATION

FIFTH SEMESTER [BJMC] DECEMBER 2013

Paper Code: BJMC-301

Subject: Advertising Practices

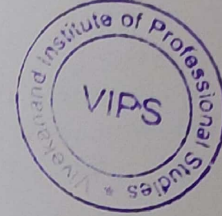
Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions. Internal choice is indicated. All questions carry 15 marks each.

Q1 Write short note on **any three** of the following:-

- (a) Public Relations.
- (b) Direct Marketing.
- (c) Market Segmentation.
- (d) Uses of technology in PR.
- (e) PR Tool.



Q2. Explain Advertising Strategy and its role and relevance.

OR

Explain Concept and Stages of Branding with suitable example.

Q3 Elucidate with suitable example Advertising Research and its need & scope.

OR

Write down the uses and importance of media planning software.

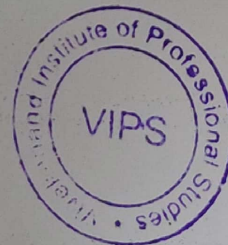
Q4 Explain Role of colours, photographs and computer graphics in advertising.

OR

Write down pre-production, production and post production process for video advertising.

Q5 Write short notes on **any three** of the following:-

- (a) Advertising Agencies.
- (b) Idea Generation.
- (c) Elements of marketing plan.
- (d) Advertising appeal.
- (e) Methods of measuring effectiveness.



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(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FIFTH SEMESTER [BJMC] DECEMBER 2013

Paper Code: BJMC-303

Subject: Event Management

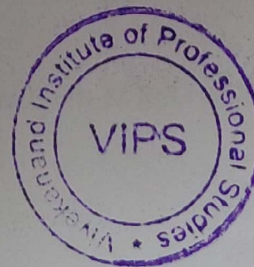
Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.



- Q1. Write short notes on any two of the following (7.5x2=15)
- (a) Sponsorship
 - (b) Event Management
 - (c) Exhibitions
- Q2. Explain Event Management and its types also write its importance in present scenario. (15)
- Q3. Explain Event Planning and its elements with suitable examples. (15)
- Q4. Write need and scope of Human Resource Management with suitable example. (15)
- Q5. Explain need of Impact Assessment of an event. Also write evaluation techniques. (15)
- Q6. Define Market Research also explain consumer Research on events. (15)
- Q7. Write short notes on any two of the following. (7.5x2=15)
- (a) Events as a marketing tool
 - (b) Project Planning
 - (c) Risk Management
 - (d) Cash Flow Management



END TERM EXAMINATION

FIFTH SEMESTER [BJMC] DECEMBER 2013

Paper Code: BJMC-305

Subject: Media Research

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions, including Q.no.1 is compulsory. Internal choice is indicated. All question carry equal marks.

Q1. Write short notes on any five of the following

- a) Non Probability Sample
- b) Interview method of data collection
- c) Content Analysis
- d) Opinion Poll
- e) Processing of data
- f) Schedule and questionnaire
- g) Hypothesis
- h) Experimental Design



Q2. What do you mean by research design? Illustrate various type of research design.

OR

- a) Describe how hypotheses are constructed and tested.
- b) What is sampling? Describe different types of samples.

OR

What is Media Research? Discuss the nature and major steps of media research.

Q3. List out the differences between Questionnaire and schedule. Also elaborate the chances of researcher biasness in case of questionnaire framing and respondent biasness in case of schedule.

OR

Explain any two of the following:

- a) Primary data
- b) Case Study
- c) Observation method of data collection

OR

What do you understand by content analysis? Discuss the significance of content analysis in media research.

Q4. Describe the survey method of research, and explain what constitutes a good questionnaire.

OR

- a) Do you think TRP is a true representative of public opinion? Explain
- b) Explain various types of survey

Q5. Describe the components and style of research report writing. Also elaborate the relevance of Bibliography

OR

- a) Explain the use of statistics in communication research with suitable examples
- b) Explain measures of central tendencies in research analysis.

OR

What are the essentials to be kept in mind while preparing the research report?



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FIFTH SEMESTER [BJMC] DECEMBER 2014

Paper Code: BJ(MC)-301

Subject: Advertising Practices

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q no.1 which is compulsory.
Internal choice is indicated.

- Q1 Write a short note on **any three** of the following:- (5x3=15)
- (a) Creativity and Advertisement
 - (b) Rural Marketing
 - (c) PR Technologies implemented in advertising
 - (d) Methods of setting advertising budgets
 - (e) TRP



- Q2 "Advertising aims at building up of positive attitudes and a long standing credibility in the minds of the target audience", discuss with relations to functions of advertising. (15)

OR

Explain how the setting of advertising objectives contributes to the overall campaign plan. (15)

- Q3 Describe the objective and task method of setting advertising budget. Suggest the circumstances that are appropriate for its use. (15)

OR

Discuss the advantages and disadvantages of advertising on radio. How radio advertising might be used by National versus local advertisers. (15)

- Q4 More than half of the advertisements go unnoticed. What makes an ad pull the attention of the target audience and make them read the copy? (15)

OR

Write a short note on **any three** of the following:- (5x3=15)

- (a) Ideas generation
- (b) Role of technologies in advertising
- (c) Elements of marketing plan
- (d) Essentials for an effective copy
- (e) Emotional vs Rationale appeals in advertisement

- Q5 Discuss the role of ethics in advertising and promoting a product. How do ethical considerations differ from legal considerations in developing an integrated marketing communication programme? (15)

OR

Elaborate the methods of measuring effectiveness of advertising programme. (15)

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FIFTH SEMESTER [BJMC] DECEMBER 2014

Paper Code: BJMC-303

Subject: Event Management Principles & Methods

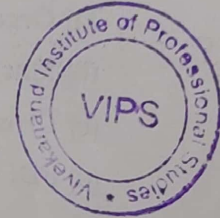
Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Write a short note on any five of the following:- (3x5=15)

- (a) Sponsorship
- (b) The Price Of Admission (Ticket)
- (c) Human Resource Management
- (d) Strategic Management
- (e) Project Planning
- (f) Communication mix for image makeover of Brands
- (g) Event Management Organization structure
- (h) Conducting survey
- (i) Meeting Management



Q2 Explain Event SWOT Analysis as a tool for Event Management organizations with Examples. (15)

OR

Explain the importance of Event as a Marketing Communication tool. With suitable Examples. (15)

Q3 The ADS MANIA Event Management company wants to design the Event Management application software to reduce overhead cost and the administrative burden in recording and collating feedback for consumer research. Explain the headings in Application for proper evaluation. (15)

OR

“The Ads Mania Company Wants to organize the Event to create the awareness of Virtual Marketing (online marketing). Give effective business proposal planning for this event. (15)

Q4 Explain Review of financial statements as a method to monitor the progress of programs and plans for Event Management Organizations. (15)

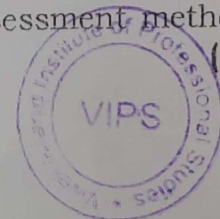
OR

Explain the Human resource Planning Progress for an event Management organization. (15)

Q5 Explain the importance of Market Research for effective business proposal planning for an event with Examples. (15)

OR

Explain the feedback Evaluation and impact assessment methods for an Event Management Organisation. (15)



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FIFTH SEMESTER [BJMC] DECEMBER- 2014

Paper Code: BJ(MC)-305

Subject: Media Research

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q no.1 which is compulsory.

- Q1 Write short notes on any five of the following:- (3x5=15)
- (a) Content Analysis
 - (b) Processing of Data
 - (c) Hypothesis
 - (d) Abstract
 - (e) Research Design
 - (f) Secondary Data
 - (g) Median and Mode
- Q2 Discuss Various Methods and techniques of data collection. (15)
- Q3 What do you mean by research design? Illustrate various type of research design. (15)
- Q4 Describe the Components and style of research report writing. Also elaborate the relevance of Bibliography. (15)
- Q5 Describe the survey method of research and explain what constitutes a good questionnaire. (15)
- Q6 What is analysis and Interpretation of data? What is the difference between the two? Discuss. (15)
- Q7 Explain any two of the following:- (2x7.5=15)
- (a) Primary data
 - (b) Case Study
 - (c) Observation Method of data collection
 - (d) Interview method of data collection.
- Q8 Discuss case study method while giving examples. (15)
- Q9 Explain any two of the following:- (2x7.5=15)
- (a) Collection of Data through Schedule.
 - (b) What is Sampling? Describe different types of samples.
 - (c) Interview Method of Data Collection.
 - (d) Opinion Poll.



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END TERM EXAMINATION

FIFTH SEMESTER [BJMC] DECEMBER 2014

Paper Code: BJMC-307

Subject: Environment Communication

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed.

Q1 Write a short note on any five of the following:- (5x3=15)

- (a) Producer and Consumer
- (b) Food Chain and Food Web
- (c) Biosphere and Ecosystem
- (d) Earthquake and Landslide
- (e) Cyclone and Flood
- (f) Population Explosion and Population Stabilisation
- (g) Poaching of wild-life and Man-wildlife conflicts



Q2 Discuss the role of an individual and media in conservation of natural resources. (15)

OR

Discuss briefly the need for conservation and equitable use of natural resources for sustainable development. (15)

Q3 Discuss the process of ecological succession. (15)

OR

What do you mean by producer, consumer and decomposer? Explain their role in the ecosystem. (15)

Q4 Define environmental pollution and explain briefly its types with appropriate examples. (15)

OR

Describe the role of media in Disaster management with suitable examples of natural disasters. (15)

Q5 Smoking is one of the major cause of cancer; also explain that passive smoking is equally harmful. (15)

OR

What role can Information Technology (media) play in the protection of environment and human health? (15)



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