

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)

CLASS: MAD
BRANCH: A&M

SEMESTER :II
SESSION : SP/2024

SUBJECT: AM409R1 ADVERTISING & NEW MEDIA

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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Q.1(a)	How would you define Advertising? What are the major points on the basis of which Advertising is criticized?	[5] 1	2
Q.1(b)	Explain- ASCI Branding	[5] 1	1
Q.2(a)	Write a note on classification of copy and it's characteristics.	[5] 1	1
Q.2(b)	Explain - USP Corporate Identities.	[5] 1	3
Q.3(a)	What are the different advertising media available today? How will you choose the best media to promote your advertisement?	[5] 2	5
Q.3(b)	What are the difference between Folk media and Mass media?	[5] 2	4
Q.4(a)	What is Social Media and what are it's advantages and Disadvantages?	[5] 2	5
Q.4(b)	Explain- SEO SEM	[5] 4	2
Q.5(a)	What is the importance of Animation in Advertising field? Justify by giving few good examples.	[5] 3	4
Q.5(b)	Throw the light on ICT .	[5] 2	2

::::::24/04/2024::::::E