PG Even Semester Exam, 2025

Visual Arts

2nd Semester

COURSE NO. MVAA- 551

[Advertising & Communication Theory-II]

Full Marks : 70
Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions

Answer five questions, taking one from each Unit

UNIT-I

1. Define Marketing Mix? Explain the role of 4Ps in business cycle? 5+10=15
2. Explain the function of market research? What are the limitations of market research? 10+5=15

UNIT-II

3. Why research in important in conceptualizing an advertising campaign to promote a brand? Explain with example. 15
4. What is segmentation? How does it help in planning the marketing strategy? 5+10=15

Turn over

UNIT-III

5. What are the different types of advertisements Explain with example the objective of designing the advertising campaign. 5+10=15
6. What is IMC? What are the important steps need to follow in designing an advertising campaign? 5+10=15

UNIT-IV

7. Explain with example the social responsibility of advertising. 15
8. How can be an advertising campaign analysis in terms of its creative rendition? 15

UNIT-V

9. Write a short note on the following topic (any two): 5x2=10
   a. 4C's in marketing
   b. Trouth in advertising
   c. Surrogate advertisement

★★★

2025/SEM/EVEN/05/18/BVA-551/419

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