



5th Semester End Term Examination: Dec- 2022

Subject : Advertising

Course : BA JMC (Hons.)

Full Marks : 60

Roll No:

Time : 3 Hours.

Instructions to the Candidates:

- Read the question paper very carefully.
- Start writing from 2nd page onwards; Don't Write On The 1st Page Backside.
- Question Paper is divided into Three Parts -A, B & C.
- Part-A is containing 10 multiple choice questions.
- Part- B containing SIX questions out of which FOUR questions are to be answered.
- Part C containing FOUR questions out of which TWO questions are to be answered.
- Do not write anything except your Roll No. on the question paper.
- Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Means and will Result in the Cancellation of the Papers.

PART - A

Multiple Choice Questions

[10x1=10]

- 1i). Which of the following statement is/ are true with respect to the growth of advertising?
- (i) Advertisement gradually evolved into modern format to meet the changing needs of the market and the society
- (ii) Advertising was born of economic needs to support the changing market needs and strategies
- (iii) The large industrial scale production forced the producers to look for mass market which consequently altered the relationship between the producer and the consumer, which later demanded to the wider geographical reach leading into the growth of advertising agencies.
- a) Only statement i) and ii) are correct
b) Only statement ii) and iii) are correct
c) All the statements are correct
d) None correct
- ii) In which of the following year the first printed church handbill was distributed?
- a) 1573
b) 1373
c) 1473
d) None

- iii) What are the 2As in the AIDA model of communication in advertising?
- Attention and Assessment
 - Attention and Affection
 - Action and Affection
 - None
- iv) Which degree of competitiveness is seen when there are multiple players in the market with a decent share?
- Monopoly
 - Duopoly
 - Omnipoly
 - None
- v) Which of following is correct?
- | | |
|---|---|
| a) PACT- Positioning Advertising Copy Testing | b) PACT- Positioning Advertising Creative Testing |
| c) PACT- Positioning Advertising Campaign Testing | d) None |
- vi) The HALO effects in advertising mean which of the following?
- Rating an ad good on all characteristics because the participants likes a few and overlooks specific weaknesses
 - Rating an ad good on all characteristics because the participants likes everything
 - Rating an ad bad on all characteristics because the participants likes only a few and overlooks specific weaknesses
 - All the statements are correct
- only ii) and iii) are correct
 - only ii) is correct
 - only iii) and iv) are correct
 - None
- vii) Which of the following statement is/ are incorrect?
- To stimulate demand is an objective of advertising.
 - To change habits is an objective of advertising.
 - To build line acceptance is an objective of advertising.
 - To sustain preference is an objective of advertising.
- only i) is correct, ii) iii), iv) are wrong
 - Statement i) and ii) are correct, iii), iv) are wrong
 - None
 - All the statements are correct
- viii) Puffery means _____.
- | | |
|---|---|
| a) Commercial explanation of any product/ service | b) Commercial inflation of any product/ service |
| c) Commercial dilation of any product/ service | d) None |
- ix) Match the following
- | | |
|----------------------|---------------------------------|
| i) William Coxtown | A) American Advertising Agent |
| ii) Volney Palmer | B) American Newspaper Directory |
| iii) George P Rowell | C) Calcutta Advertiser |
| iv) Bengal Gazette | D) Ecclesiastical Rules |
- i-d, ii-b, iii-a, iv-c
 - i-d, ii-a, iii-b, iv-c
 - i-,d ii-b, iii-a, iv-c
 - None

- x) Match the following
- | | |
|----------------|----------------------------|
| i) Chevrolet | A) he heartbeat of America |
| ii) Porsche | B) There is no substitute |
| iii) Honda | C) The power of dreams |
| iv) Volkswagen | D) Small wonder |
- i-a, ii-b, iii-c, iv-d
 - i-b, ii-c, iii-a, iv-d
 - i-c, ii-b, iii-a, iv-d
 - i-a, ii-c, iii-b, iv-d

Answer any FOUR out of SIX

PART - B

[4x5=20]

- What is stereotyping in advertising? Write a brief note.
- Briefly explain creative boutiques.
- Write a short note on media scheduling.
- What is a 360 degree advertising agency explain in brief.
- Briefly explain different types of sponsorships.
- Write four differences between marketing and advertising?

Answer any TWO out of FOUR

PART - C

[2x15=30]

- How is the new media helping the advertisement world to grow? Argue.
- Explain the advent of advertising in detail.
- Explain any five advertising objectives in detail.
- Explain the different sales promotional goals in detail.



5th Semester End Term Examination Dec - 2022

Subject : Communication for Development

Course : BA JMC [Hons.]

Full Marks : 70

Roll No:

Time : 3 Hours.

Instructions to the Candidates:

- Read the question paper very carefully.
- Start writing from 2nd page onwards; **Don't Write On The 1st Page Backside.**
- Question Paper is divided into Three Parts -A, B & C.
- Part-A is containing 12 multiple choice questions.
- Part- B containing SIX questions out of which FOUR questions are to be answered.
- Part C containing FOUR questions out of which TWO questions are to be answered.
- Do not write anything except your Roll No. on the question paper.
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Multiple Choice Questions

PART - A

[12x1=12]

- 1i) Development compromises the element of;
- a) Only mental change
 - b) Change and Growth
 - c) Only growth
 - d) Only change in belief
- ii) Process of social changes designed to improve the living standard of a society is;
- a) Unemployment
 - b) Communication problem
 - c) Marginality
 - d) Social development
- iii) When one culture makes an effort to change another culture, this is known as;
- a) Directed cultural change
 - b) Indirect cultural change
 - c) Both (a) and (b)
 - d) None of these

iv) The Integrated Approach to development communication emphasizes on;

- a) Need to avoid duplication and waste in development efforts
- b) The process of diffusion and adoption of innovation in a more systematic and planned way.
- c) Information transmitted through media must be locally relevant to the audience
- d) Multiplication of the messages and reach a number of people very fast and at one go.

v) Media plays the following role/s in Women Empowerment;

- a) To focus on Women education in country
- b) To show the present situation of crime against women
- c) Both (a) and (b)
- d) None of the above

vi) Ideas propagated by Karl Marx formed the central theme of which Model of Development;

- a) Western Model
- b) Eastern Model
- c) Gandhian Model
- d) Nehruvian Model

vii) Nora Cruz-Quebral coined the term;

- a) Liberation theology
- b) Global village
- c) Empowerment
- d) Development Communication

viii) Self reliance is independence in development with an emphasis on;

- a) The potential of the local resources
- b) The potential of the international resources
- c) Both (a) and (b)
- d) None of these

ix) Cyber warfare is also known as;

- a) Information warfare
- b) Electronic warfare
- c) Both (a) and (b)
- d) None of the above

x) Power, dominance and leadership are three main features of;

- a) Hegemony
- b) Global village
- c) Localized approach
- d) None of the above

xi) The Model that emphasized on the importance of consumer sovereignty, efficient production, technological innovations, full employment;

- a) Gandhian Model
- b) Western Model
- c) Eastern Model
- d) None of the above

xii) '17. The MacBride Report was published in which year?

- a) 1982
- b) 1947
- c) 2001
- d) 1980

PART - B

[4x7=28]

Answer any FOUR out of SIX

2. Write about Localized Approach to communication development with example.
3. What do you mean by Information Flow theory? How it can be used in development?
4. What was the concept of ideal village by Mahatma Gandhi?
5. What do you mean by Global village? How it is relevant in today's society?
6. What do you mean by NWICO? Write the issues included in NWICO?
7. Write about different forms of information warfare.

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. Explain Magic Multiplier approach of development and its importance.
9. Explain how Gandhian Model is totally different from Western materialistic model of development.
10. Explain the roles of Communication in rural development.
11. Explain with suitable examples how communication is important for development in society.

- v) Who is the founder of the British Documentary Movement?
 a) Bill Nichols
 b) Robert Flaherty
 c) John Grierson.
 d) None
- vi) 'The House Is Black' - Who made this film?
 a) Robert Flaherty
 b) Bill Nichols
 c) John Grierson.
 d) None.
- vii) Which of the following approach talks about " Inner Truth' .
 a) Poetic approach.
 b) Expository approach.
 c) Observational approach
 d) None
- viii) Who is considered as the pioneer of documentary film?
 a) Bill Nichols
 b) John Grierson.
 c) Robert Flaherty.
 d) Anand Patwardan
- ix) 'Performative' mode is direct opposite of;
 a) Observational mode.
 b) Poetic mode
 c) Reflexive mode
 d) None
- x) Who made 'Mysore-Gem City of India' ?
 a) Keval J Kumar
 b) Anand Parwardan
 c) Mohan Bhavani.
 d) None

PART - B

Answer any FOUR out of SIX

[4x5=20]

2. Explain about documentary film and realism.
3. What is alternative approach in documentary film making?
4. Explain the nature and scope of documentary film.
5. Write short note the documentary film in free India.
6. Write short note on women and early documentary film.
7. Write short note on the following
 - a. Robert flaherty
 - b. Anand Patwardan

PART - C

Answer any TWO out of FOUR.

[2x15=30]

8. What are the six modes of documentary film suggested by Bill Nichols? - Discuss in detail.
9. What is interview? Explain six important principles of interview.
10. 'World War II and the Documentary film'- Discuss in detail.
11. Discuss on the early Indian documentary and the struggle for Indian independence.