

Bachelor of Arts (Mass Media) Examination: June-2022

Day & Date	Semester	Subject Name	Time	Code	Marks
Saturday 04/06/2022	VI (Fresh/ Repeater)	Laws & Ethics In Advertising	10.30 AM To 01.40 PM	6104	75

Instructions: 1) All questions carry 15 marks each.
2) Answer any five from the following.

- Q.1 Explain Surrogate advertising. Discuss it's merits and demerits. 15
- Q.2 Write a note on ASCI. 15
- Q.3 Explain AAI and its code of conduct. 15
- Q.4 Discuss Puffery in advertisements with help of supporting examples. 15
- Q.5 What is False advertising? Explain various types of deception visible in today's advertisements. 15
- Q.6. **Short notes :** 15
- a) The Drugs & Magic Remedies Act
 - b) TRAI
 - c) The Competition Act, 2002
- Q.7 Discuss about various stereotypes enforced by Indian advertising industry. 15

Bachelor of Arts (Mass Media) Examination: April/May - 2023

Day & Date	Semester	Subject Name	Time	Code	Marks
Saturday 29/04/2023	VI (Fresh)	Laws & Ethics in Advertising	11:00 AM To 01:30 PM	6113	75

Instructions: 1) Attempt any five questions.
2) All questions carry equal marks.

- Q.1 Explain surrogate advertising. Discuss its merits and demerits. 15
- Q.2 Discuss various stereotypes enforced by Indian Advertising Industry. 15
- Q.3 What is False Advertising? Explain various types of description visible in today's advertisements. 15
- Q.4 Write a note on ASCI. 15
- Q.5 Explain AAAI and its code of conduct. 15
- Q.6 Discuss Puffery in advertisements with the help of supporting examples. 15
- Q.7 **Write short notes: (Any Two)** 15
- a) The Drug and Magic Remedies Act
 - b) TRAI
 - c) The Competition Act, 2022

Bachelor of Arts (Mass Media) Examination: June-2022

Day & Date	Semester	Subject Name	Time	Code	Marks
Wednesday 01-06-2022	VI (Repeater)	Advertising & Society	10:30 AM To 01:40 PM	6102	75

Instructions: 1) Answer any five from the following.
2) All questions carry 15 marks each.

- Q.1 Explain in detail the impact of mass media on society. 15
- Q.2 Discuss in detail positive and negative effects of advertising on society. 15
- Q.3 State the impact of global competition on advertising. 15
- Q.4 What are the effects of advertising on our culture, customs and tradition. 15
- Q.5 What is Mall culture? What is the advantage of Mall culture. 15
- Q.6 Define Retailing and explain various retail format. 15
- Q.7 Write short notes: (Any Two) 15
- 1. Impact of advertising on our lifestyle
 - 1. Impact of advertising on Festivals.
 - 1. Challenges of international advertisement.

Bachelor of Arts Mass Media (BAMM) Examination April 2022

Day & Date	Semester	Subject Name	Time	Code	Marks
Thursday (09/6/2022)	VI	Customer Relationship and Management	10:30am To 1:40 pm	6103	100

Instructions- Solve 6 sets of questions.
Question 1st and 2nd is compulsory.

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- Q.1 A. Define following terms 10
- i) Full form of CRM
 - ii) Client
 - iii) Public Relationsss
 - iv) Branding
 - v) Operational CRM
- B. Fill in the blanks 10
- i) Company's Monetary Time and Energy cost all are included in _____
 - ii) EAI stands for - _____
 - iii) The _____ feature of CRM deals with communication between companies and their customer.
 - iv) The other name of CRM is _____ where house.
 - v) OLAP stands for- _____ .
- Q.2 A. Write Meaning and Importance of Customer Relationship Management. 10
- B. Explain types of business needing CRM. 10
- Q.3 A. Write need and strategies for customer retention. 08
- B. Explain the methods of ways to win customers. 07
- Q.4 A. how CRM helps in company or organization growth. 08
- B. Explain the reasons for Failure in CRM. 07
- Q.5 A. Write about new business CRM development. 08
- B. Write detail about Operational CRM. 07

- Q.6 A. Explain the Relationship building with Customer. 08
- B. Write a detail information and example of Strong and successful CRM. 07
- Q.7 A. Explain any two types of CRM. 08
- B. Explain Deference between Marketing And Advertising with suitable examples. 07