

Day & Date	Semester	Subject Name	Time	Code	Marks
Tuesday 26/03/2019	V (Repeater)	Advertising and marketing	11.00 AM To 01.30 PM	5102	75

Instruction:

- I) Answer any five questions from the following.
- II) All questions carry equal marks.

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- Q.1. Discuss the steps taken in developing a new product. 15
- Q.2. Why is Price considered to be important?  
Explain the factors affecting Price determination. 15
- Q.3. Discuss the elements of Marketing Mix, in detail. 15
- Q.4. Why does 'Place' have so much importance?  
Discuss the various types of Channels of Distribution. 15
- Q.5. Explain (any two): 15
- a. Test Marketing
  - b. Product Line
  - c. Product Mix
- Q. 6. Which all Pricing strategies are adopted by different Companies? 15
- Q.7. Short Notes (any Two): 15
- a. Services provided by wholesalers
  - b. Any three objectives of Pricing
  - c. PLC
  - d. Importance of Market Segmentation

Day & Date	Semester	Subject Name	Time	Code	Marks
Saturday 23/03/2019	V (Repeater)	Research in Mass Media Advertising & PR	11.00 AM To 01.30 PM	5101	75

**Instruction: I) Answer any five questions from the following.**

Q.No.1. Discuss the basic principles of Scientific research. 15

Q.No. 2. a) Explain the survey method of data collection. 10

b) What is the role of research in mass media. 05

Q No.3. Short notes on any two: 15

a) Qualitative data

b) secondary data

c) Quantitative data

Q.No.4. Explain the various methods of non-probability sampling. 15

Q.No.5. Define Research. Explain the scope of research. 15

Q No. 6. a) Write a note on messages and audiences. 07

b) State two merits and two demerits (any two): 08

i. Sampling

ii. Range

iii. Standard deviation

iv. Primary Data

Q7. Explain any three in detail: 15

a) Editing

b) Coding

c) Tabulation

d) Report writing

**Bachelor of Arts (Mass Media) Examination:  
November/December - 2022**

Day & Date	Semester	Subject Name	Time	Code	Marks
Tuesday 29-11-2022	V (Fresh)	Advertising and Marketing	11:00 AM To 01:30 PM	5112	75

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

- Q.1 Write a note on market segmentation and its strategies. 15
- Q.2 What are the steps involved in developing a new product? Also explain the product life cycle. 15
- Q.3 Explain the importance of distribution channel in a business. State and explain its types. 15
- Q.4 Discuss the factors affecting price determination. 15
- Q.5 Explain the various elements of Marketing Mix. 15
- Q.6 What are the services provided by wholesaler to manufacturer & retailer? Discuss in detail. 15
- Q.7 Write short notes (Any Two) 15
- a) Test marketing
  - b) Product mix
  - c) Product line

**Bachelor of Arts Mass Media (BAMM) Examination Nov/Dec 2022**

Day & Date	Semester	Subject Name	Time	Code	Marks
Saturday 3/12/2022	V	Consumer Behavior	11:00am To 2:00 pm	5114	100

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

**Q.1 A. Define following terms**

10

- i) What is Consumer Behavior? Definition of Consumer Behavior.
- ii) Explain the Maslow's Need Hierarchy Theory?
- iii) Explain The DPI? Size, of Family Income
- iv) Explain the Consumer Behavior and Psychology?
- v) Characteristics of Indian Culture?

**B. Fill in the blanks**

10

- i) **The buying Process Starts When the buyer Recognizes a.....**  
A) Product Or Service    B) Shop or Market    C) Need or Problem    D) Money or Status
- ii) **CDM Stand For.....**  
A) Consumer Development Model    B) Consumer Decision Mix    C) Consumer Decision Marketing    D) Consumer Development Matrix
- iii) **Second Stage in Consumer Decision Making Model Is.....**  
A) Need    B) Information Search    C) Evaluation of alternatives    D) Purchase

**iv) Parents Buy Toys or Gifts for Their Children. Children this act is Considered as.....in the Buying Process.**

- A) Buyer      B) Decider      C) Maintainer      D) All of The Above

**v) The Final Stage in Consumer Decision Making Model is.....**

- A) Pre-Purchase      B) Post-Purchase      C) Evolution of Alternatives      D) Purchase

**Attempt any Following?**

Q.2      A. Explain the Consumer Behavior and Society? Group Dynamic?      10

            B. Explain the Consumer Behavior Economical factors?      10

**Attempt any Four**

Q.3      A. Explain the Rational Vs Emotion?      08

            B. Types of Appeals?      07

Q.4      A. What is Consumer Behavior? Need For Studying Consumer Behavior?      08

            B. Explain the study of influence of society on consumer behavior?      07

Q.5      A. Explain the Consumer Behavior and Concept of Personality?      08

            B. What is Consumer Psychology? Explain the Theories of Personality?      07

Q.6      A. Explain how social class influences and lifestyle influences consumers?      08

            B. what is to understand the consumer behavior. explain the buying motives and factor influencing consumer?      07

Q.7A. Explain the consumer behavior psychology? significance of perception, Attitude?      08

            B. History of Consumer Behavior?      07

**Bachelor of Arts Mass Media (BAMM) Examination Nov/Dec 2022**

Day & Date	Semester	Subject Name	Time	Code	Marks
Monday, 5/12/2022	V	<b>Media Planning and Scheduling</b>	<b>11:00am To 2:00 pm</b>	5121	100

**Instructions-** Solve 6 sets of questions.  
Question 1<sup>st</sup> and 2<sup>nd</sup> is compulsory.

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**Q.1 A. Define following terms** 10

- i) Television Rating Points
- ii) Indian Readership Survey
- iii) Media reach
- iv) Target Audience
- v) Media Planning

**B. Fill in the blanks** 10

- i) Media literacy means the ability to .....
- A) Report News                      B) Create Professional Media
- C) Understand and use media    D) Prepare for a career in Media
- ii) The full form of ABC is.....
- A) American Business Circle      B) Audit Bank Corporation
- C) Asian Bureau of Circulation    D) Audit Bureau of Circulation
- iii) .....is the average times an individual exposed to an advertisement within stipulated time
- A) Frequency    B) Reach    C) Continuity    D) None of these
- iv) Implementation of a media plan needs.....
- A) Media Slot    B) Media Mix    C) Media Buying    D) Media Selection
- v) Media Buying refers to buying.....of the selected media
- A) Slot            B) Space            C) Vehicle            D) Time and Space

A.	What is indoor and outdoor publicity? Explain with suitable example	10
B.	Write in detail the role and responsibilities of media manager	10
A.	Explain different types of media and how to use the media to reach to the target audience	08
B.	Write a detailed note on importance of media planning	07
A.	If you are a media manager how you will select a particular media? Explain	08
B.	Discuss the use of facebook for reaching to target audience	07
A.	What are the factors that influence media planning	08
B.	Write about the need of media planning	07
A.	Discuss the 'timing' and 'target audience' concepts in media planning	08
B.	Write a note on the importance and need of market research	07
A.	With suitable examples write a note on different types of advertisements	08
B.	Explain the use of traditional media in reaching to rural audience	07

**Bachelor of Arts (Mass Media) Examination:  
November/December-2022**

Day & Date	Semester	Subject Name	Time	Code	Marks
Thursday 01-12-2022	V (Fresh)	Branding	11:00 AM To 01:30 PM	5113	75

**Instructions:** 1) Answer any five questions.  
2) All questions carry 15 marks.

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|-----|--|----|
| Q.1 | Define Brand and Product in details.                             | 15 |
| Q.2 | Explain Multi branding in Details.                               | 15 |
| Q.3 | Explain in details Physical and Psychological dimensions.        | 15 |
| Q.4 | What is Brand Equity?  | 15 |
| Q.5 | What are the advantages of Brand Extensions?                     | 15 |
| Q.6 | What are the various elements used in corporate Branding?        | 15 |
| Q.7 | What are the important factors required in building brand value? | 15 |



**Bachelor of Arts (Mass Media) Examination:  
November/December - 2022**

Day & Date	Semester	Subject Name	Time	Code	Marks
Saturday 26-11-2022	V (Fresh)	Introduction to Research (Advertising)	11:00 AM To 01:30 PM	5111	75

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

- Q.1 Discuss the various methods of non-probability Sampling. 15
- Q.2 Why is Research considered to be important in all areas? 15
- Q.3 a) Distinguish between: Quantitative data & Qualitative data. 06  
b) Write a note on, Messages & Audiences. 09
- Q.4 a) Give two merits & two demerits each of the following: (Any two) 08  
i) Primary Data  
ii) Mean Deviation  
iii) Range  
iv) Secondary Data  
b) Write a note on Observation as a Data Collection Method. 07
- Q.5 Explain the importance of Research in Mass Media. Discuss Research in Electronic Media. 15
- Q.6 Explain in Detail: (Any two) 15  
a) Editing  
b) Tabulation  
c) Report Writing
- Q.7 Short notes: (Any two) 15  
a) Scope of Research  
b) Any 4 principles of Scientific Research  
c) Coding as a part of Data Processing  
d) Internet Research