

U.G. 4th Semester Examination - 2022**MEDIA STUDIES****[HONOURS]****Course Code : MSD-H-CC-T-9****(Advertising and Marketing)**

Full Marks : 60

Time : $2\frac{1}{2}$ Hours*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.***Answer all the questions.**1. Write short notes on any **five** of the following:

2×5=10

- a) Demand
- b) Needs vs. Wants
- c) PLC
- d) 'Place' as one of the P of Marketing
- e) Target Audience
- f) Packaging as the 5th 'P' of Marketing

2. Answer any **four** of the following: 5×4=20

- a) Briefly explain the concept of USP.
- b) Discuss the role of NRS in Newspaper Industry.
- c) Write a short note on Audit Bureau of Circulation.
- d) Discuss the concept of Brand Image of a product by giving proper example.
- e) How to finalize an Advertising budget for a product, briefly elaborate the steps.

3. Answer any **three** of the following: 10×3=30

- a) Explain the structure of an Advertising agency department giving proper illustration.
- b) What is SWOT analysis? Explain the concept of SWOT analysis with the help of one practical example.
- c) Write a note on ASCI.
- d) Design an advertising campaign for an higher educational institution keeping admission session and target audience in mind. You may select any course and related matter of your choice.
