**Register No:**

 **Date:**

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**B.COM- VI SEMESTER**

 **SEMESTER EXAMINATION: APRIL 2023**

**(Examination conducted in May 2023)**

**BCDEM6618 - ADVERTISING AND MEDIA MANAGEMENT**

| **(For current batch students only)** |
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**This paper has two printed pages and four parts**

**Time- 2 ½ hrs Max Marks-70**

**Section A**

**I. Answer any FIVE of the following questions. Each question carries two marks.(5x2=10)**

1. Define Advertising.
2. Mention any four players in advertising.
3. Give the meaning of global IMC.
4. What is advertising design?
5. Mention any two benefits of email advertising.
6. List any two characteristics of the press.

**Section B**

 **II. Answer any THREE of the following questions. Each question carries five marks. (3x5=15**)

1. Briefly explain the consumer buying decision process.
2. Discuss precisely the different message strategies.
3. Write short notes on Search Engine Optimization.
4. Briefly explain the importance of public relations.

**Section C**

**III. Answer any TWO questions. Each question carries fifteen marks. (2x15=30)**

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1. Highlight and explain the various tools for integrated marketed communication with suitable examples.
2. “Advertising appeals refers to the approach used to attract the attention of customers or to influence their feelings towards a brand, product or service”. Discuss in detail the various advertising appeals adopted by the marketers.
3. a).Highlight and explain the importance of media. (10m)

b) Briefly explain the importance of packaging. (5m)

**Section D**

 **IV. Answer the following compulsory question. The question carries fifteen marks. (1x15=15)**

1. Imagine you are an advertising agency company and you are assigned with the task to promote a new smart watch brand called “JAZZ FIT”.
2. Which type/types of advertising will you use to advertise “JAZZ FIT”? Why? (5m)
3. Which media option would you think is most suitable to promote the watch brand and why? (5m)
4. Prepare a print ad (draw) for the new watch brand. (5m)

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