

A—254

M. A. Examination, 2020-21

(Second Semester)

APPLIED ART

Paper II

History of Advertising

Time : 3 Hours

Maximum Marks : 70

Minimum Marks : 25

Note : Attempt any *seven* questions. All questions carry equal marks. **7×10=70**

1. Write an essay on the nature and scope of marketing (**1000** words).
2. Write notes on any *four* of the following :
 - (i) Nature and scope of Market Research
 - (ii) Market Research and Product.
 - (iii) Market Research and Production

- (iv) Market Research and the Market
 - (v) Market Research and Advertising
 - (vi) Motivation Research.
3. Enumerate in detail in not less than **1000** words on “Brand Image”.
 4. Write an essay on Total Marketing and Advertising Plan (**1000** words).
 5. Enumerate in detail about the evaluation of the media and what are the considerations for the selection of a medium.
 6. Write an essay on Major Media Analysis.
 7. Write an essay on Posler and its role in the advertising world.
 8. “Cinema (film) has made its influence felt in every part of the globe.” Enumerate an essay to prove this phrase.

9. Write short notes on any *two* of the following :
 - (a) Cinema Slide
 - (b) Radio
 - (c) Television.
10. What is the difference between point-of-sale material and direct mail ? Enumerate in table format.