

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com Summer 2022 – 23 Examination

Semester: 04

Subject Code: 16103252

Subject Name: Business Documentary, Publications and Advertisement

Date: 28-03-2023

Time: 10.30 AM - 1.00 PM

Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.**A) Multiple choice type questions. (Each of one mark)****(06)**

1. In the first two decades of the Indian Documentary, how many documentaries were produced by Film Division

| | |
|--------|--------|
| a) 250 | b) 110 |
| c) 150 | d) 100 |
2. When the strongest message arguments are presented at the beginning of the message it is called _____.

| | |
|---------------|----------------------|
| a) Pyramid | b) climax |
| c) Anticlimax | d) None of the above |
3. An _____ is a long-format television commercial, typically five minutes or longer.

| | |
|-----------------|------------------|
| a) infotainment | b) entertainment |
| c) infomercial | d) advertorial |
4. _____ is about bringing your product/service to the notice of your target market, and reminding them or persuading customers to purchase that product/service.

| | |
|---------------|---------------|
| a) Production | b) Promotion. |
| c) Budget. | d) Image. |
5. The following is not a function of advertising.

| | |
|----------------|-------------------------|
| a) Information | b) Brand image Building |
| c) Persuasion | d) Pricing |
6. By default advertising is done on a -

| | |
|-------------------------|------------------------|
| a) Limited scale | b) Mass Scale |
| c) Corporate Level only | d) Societal Level only |

B) Definitions / One-liners / Terms. (Each of one mark)**(06)**

1. Reinforce
2. What is Copywriting?
3. Define 'Documentary film'.
4. Ethical Dimension
5. Advertising Strategy
6. Corporate image

Q.2 Numerical / Short Note Questions. (Each of 04 mark)**(12)**

1. Explain basic functions of Public Relation.
2. Discuss the objectives of corporate communication.
3. Write a short note on classification of advertisement on the basis of ' what is being advertised'

Q.3 Answer the following. (Any Three)**(18)**

1. Discuss different forms of documentary filmmaking.
2. Explain Advertisement Making with its Role Play and Workshop.
3. Explain skills for corporate communication professional.
4. Explain Types of Documentaries in details

Q.4 Answer the following. (Any two)**(18)**

1. What are the various communication objective of advertising? Explain with the help of some examples.
2. Describe in detail about characteristics of documentary filmmaking.
3. Explain Steps in Creative Copy Writing