

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com (Hons) Summer 2017-18 Examination

Semester: 4**Subject Code: 16103252****Subject Name: Business Documentary, Publication and Advertisement Making****Date: 22/05/2018****Time: 10.30 am to 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 (A) Do as directed (MCQ, True or False) (1 mark each. All Compulsory) (06) (12)

1. In the tourism industry, Kerala is marketed as
 - a) God's own country
 - b) Heritage city
 - c) Orange city
 - d) Mango city
2. Indian Government is marketing India as a tourist destination through the _____ advertisement campaign.
 - a) Credible India
 - b) Incredible India
 - c) Gateway to backwaters
 - d) Gateway of India
3. Which of the following organizations promoted the video documentary in India.
 - a) SIDM
 - b) BFFA
 - c) CENDIT
 - d) AURA
4. Who was the pioneer of Indian Documentary?
 - a) Paul Zils
 - b) P.V Pathy
 - c) K.T John
 - d) N.S Tappa
5. In the first two decades of the Indian Documentary, how many documentaries were produced by Film Division?
 - a) 250
 - b) 150
 - c) 110
 - d) 100
6. When and Where was Films Division set up?
 - a) Chennai, 1946
 - b) Kolkata, 1945
 - c) Mumbai, 1948
 - d) Rajkot, 1949

(B) Do as directed (Definitions / One-liners / Terms) (1 mark each. All Compulsory) (06)

1. Define 'Advertising appeal'.
2. Define 'communication'.
3. What is Mission?
4. What is Vision?
5. Define 'Documentary film'.
6. What do mean by Source Credibility?

Q.2 Answer the following. (4 mark each. All Compulsory) **(12)**

- A. Distinguish between Advertising and Personal selling.
- B. 'Advertising objectives can be classified according to whether their aim is to inform, persuade, remind, or reinforce.' Explain the statement.
- C. Discuss the objectives of corporate communication.

Q.3 Answer the following. (6 mark each. Any Three out of Four) **(18)**

- A. What are the various criticisms levied against advertising?
- B. What is corporate communication? Explain the functions of corporate communication.
- C. Critically examine the DAGMAR approach in setting advertising objectives.
- D. As the sales Manger of symphony Ltd. Draft a sales letter to PU, Vadodara about your newly designed projectors.

Q.4 Answer the following. (9 mark each. Any Two out of Three) **(18)**

- A. What are the various kinds of advertising appeals used by an advertiser? Give examples of each.
- B. You are asked to prepare an advertising copy for a brand of shampoo to be inserted in a magazine. Explain the points you will consider in preparing such a copy.
- C. Explain how is advertising important to manufacturers and consumers.