

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com.(Hons) Summer 2018 – 19 Examination

Semester: 4

Subject Code: 16103252

Subject Name: Business Documentary, Publication and Advertisement Making

Date: 15/04/2019

Time: 10:30am to 1:00pm

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. Who was the pioneer of Indian Documentary?

a) Paul Zils	b) P.V Pathy
c) K.T John	d) N.S Tappa
2. The main message points when presented in the middle are called order.

a) Pyramid	b) climax
c) Anticlimax	d) None of the above
3. Over riding purpose in line with the values or expectation of stakeholders is known as

a) Strategy	b) Vission
c) Mission	d) Corporate Objectives
4. Profile and values communicated by an organisation is

a) Corporate reputation	b) Corporate image
c) Corporate Identity	d) None of the above
5. Was the foremost organisation that promoted video documentary in India.

a) CENDIT	b) CANDID
c) CANNAL	d) None of the above
6. The first Indian Documentary to win an International Award was

a) The challenge of Everest	b) Symphony of life
c) Wonder of work	d) Rajasthan series I - Jaipur

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

1. Define Documentary film.
2. Define Advertising.
3. What is Two-sided message?
4. Define Corporate Communication.
5. Give two examples of Humour Appeal.
6. What is Decoding?

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

1. Distinguish between Advertising and Publicity.
2. Advertising is a science, art and profession. Comment.
3. Discuss the Four Communication objectives of Advertising.

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

1. Distinguish between advertising and personal selling.
2. What type of endorser will you use for the following products. Elaborate the answer giving your view points.

a) Shampoo	b) Face wash	c) Cars
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3. Discuss in detail the Functions of Corporate Communication.
4. Discuss the typical message sources that are generally used by the companies.

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

1. Explain how advertising is important to manufacturer and consumers.
2. Discuss various criticism levied against advertising.
3. What are the various kinds of advertising appeals used by an advertiser? Give examples of each.