

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com(Hons) Winter 2018-19 Examination

Semester: 4
Subject Code: 16103252
Subject Name: Business Documentary, Publication and
Advertisement Making

Date: 11/12/2018
Time: 02:00 pm to 04:30 pm
Total Marks: 60

Instruction:

1. Attempt all questions as directed.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.

Q.1 (A) Do as directed (MCQ, True or False) (1 mark each. All Compulsory)**(12)**

1. When and Where was Films Division set up?
 - a) Chennai, 1946
 - b) Kolkata, 1945
 - c) Mumbai, 1948
 - d) Rajkot, 1949
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. Who was the pioneer of Indian Documentary?
 - a) Paul Zils
 - b) P.V Pathy
 - c) K.T John
 - d) N.S Tappa
4. In the tourism industry, Kerala is marketed as
 - a) God's own country
 - b) Heritage city
 - c) Orange city
 - d) Mango city
5. 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
6. Which of the following organizations promoted the video documentary in India.
 - a) SIDM
 - b) BFFA
 - c) CENDIT
 - d) AURA

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

1. Define 'Documentary film'.
2. Define 'communication'.
3. What is the Body Copy?
4. What is Vision?
5. What is Anticlimax?
6. What do mean by Source Credibility.

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

- A. Distinguish between Advertising and Publicity.
- B. 'Advertising objectives can be classified according to whether their aim is to inform, persuade, remind, or reinforce.' Explain the statement.
- C. Advertising is a science, art and profession. Comment.

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. What are the various communication objective of advertising? Explain with the help of some examples

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

- A. What are the key players in the advertising industry? Discuss briefly their roles in the advertising process.
- B. Explain how is advertising important to manufacturers and Society in general.
- C. What are the various kinds of advertising appeals used by an advertiser? Give examples of each.