

**JOURNALISM AND MASS COMMUNICATION — HONOURS**

**Class Test - 2023**

**Paper : JORA-CC-6-13**

**Advertising**

**Full Marks : 25**

1. Write short notes on (*any two*) : 2 X 5  
DAGMAR, USP, Target Audience, Media Strategy, AIDA model
2. Write in brief (*any one*) :
- a) Write short notes on (*any three*)  
Sales Promotion, Brand Image, Market Segmentation, Brand Positioning, Corporate Advertising,  
Family Brands 15
- b) What is advertising research? Discuss methods of pre-testing and post-testing in print media ad  
with suitable examples. 5+10
- c) Describe the structure and functions of an ad agency with suitable examples. 15
- d) What is advertising campaign? Discuss how campaign is planned in various stages and executed in  
different media? 5+10

