

INDIRA UNIVERSITY, PUNE
SCHOOL OF LIBERAL ARTS-BAJMC

SET-1

Backlog Examination (2025 Pattern) April – 2026 - Semester – I

Subject Name: Fundamentals of Advertising & Public Relations
Subject Code: 25JMC141T

Max. Marks: 50
Time: 2:30 Hrs.

Instructions

- All questions are compulsory.
- Figures to the right indicate full marks.
- Maintain clear, legible handwriting throughout the paper.

CO #	Cognitive Ability	Course Outcome
CO 1	Remember	Recall basic understanding of advertising, growth and types
CO 2	Understand	Classify effective advertisement campaigns, tools, models etc.
CO 3	Apply	Experiment with the role of integrated marketing
CO4	Analyzing	Categorize various tools of advertising
CO5	Evaluating	Assess advantages and disadvantages of tools
CO6	Create	Elaborate ethics and laws in advertising

Q.1	Attempt any One out of Two. (10 Marks) 1. Explain 'Evolution & Importance of Advertising' 2. Explain 'Ethics and Laws in Advertising' with its significance.	CO 1
Q.2	Attempt any One out of Two. (10 Marks) 1. Explain the different 'Types of advertising' with one example 2. Define 'Online ad campaigns' with example and its advantages and disadvantages	CO2
Q.3	Attempt any One out of Two. (10 Marks) 1. Elaborate '5 M's of Advertising' and its correlation with PLC 2. What is 'Creating Advertising Campaigns' and why is it necessary in marketing communication	CO 3
Q.4	Attempt any One out of Two. (10 Marks) 1. Sales Promotion helps in shooting up the sales. Give different types of sales promotion and analyse how it helps in increase of sales. Explain its significance. 2. What is 'Broadcast Media' give examples and analyse its advantages and disadvantages for mass communication	CO 4

Q.5	Attempt any One out of Two. 1. Evaluate the term IMC', Explain the role of Each member of IMC 2. 'Print Media' advertisement helps in launch of the product .do you agree or disagree explain	(10 Marks) CO 5