

**INDIRA UNIVERSITY, PUNE**  
**SCHOOL OF LIBERAL ARTS-BAJMC**

**SET-2**

*Term End Examination (2025 Pattern) December – 2025 - 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

<b>Q.1</b>	<b>Attempt any One out of Two</b>	<b>(10 Marks)</b>	<b>CO 1</b>
	1	Explain key concepts of 'Online ad campaigns', give examples	
	2	Explain Advantages and disadvantages of marketing	
<b>Q.2</b>	<b>Attempt any One out of Two</b>	<b>(10 Marks)</b>	<b>CO2</b>
	1	Explain Laws in Advertising' and its significance to the consumer	
	2	Explain 'Meaning of IMC', and give the significance of each member of the family of Marketing communication	
<b>Q.3</b>	<b>Attempt any One out of Two</b>	<b>(10 Marks)</b>	<b>CO 3</b>
	1	Explain the concept 5 M of Advertising and its importance in Advertising	
	2	Give brief explanation of 'Broadcast Media' with its importance in Advertising	
<b>Q.4</b>	<b>Attempt any One out of Two</b>	<b>(10 Marks)</b>	<b>CO 4</b>
	1	Analyse 'Five basic Theories of advertising'	
	2	Analyse 'Importance of ethics in advertising' and its impact if not followed.	
<b>Q.5</b>	<b>Attempt any One out of Two</b>	<b>(10 Marks)</b>	<b>CO 5</b>
	1	Evaluate 'Tools Advantages' and its usefulness in decision making	
	2	Evaluate and explain 'Print Media', give examples and discuss its applications.	