

**Question Paper Set of**

**T.Y.B.M.M. – Sem-V**

**Regular Exam**

**University of Mumbai**

**November, 2023**

TBM  
20/12/23

TBM  
20/12/23

Duration: - 2.30 Hrs

Total marks : 75

Note:- All Questions are compulsory.  
Draw Diagrams and give examples wherever necessary.  
Figures to the right indicate full marks.

Q1. Read the following and answer the questions given below.

Mr. Satish is working as a financial head. He is planning to get married soon to Ms. Rajni who also is an I.T. professional.

- A. Currently in which stage are both these people and are going to move to which stage? Explain their needs in both the stages. 5
- B. What according to you will be their new consumer needs and how as a marketer will you use persuasion to help them decide? 5
- C. What are the various stages in the Family Life Cycle? Explain each stage in brief. 5

Q2. A Explain the six basic characteristics of Social Class. 8

Q2. B What are the stages in consumer decision-making? Explain in brief. 7

OR

Q2. C Giving suitable examples explain the central and peripheral route to persuasion used by advertisers. 8

Q2. D What are the motives? How are they aroused? 7

Q3. A Explain the 3 factors that affect the communication process. What is the importance of credibility in the process of communication? 8

Q3. B What is the role of media in creating stereotypes? 7

OR

Q3. C Explain how the concept of classical conditioning can be useful to marketers. 8

Q3. D Explain Trait theory in detail. 7

Q4. A. What is meant by opinion leadership? Explain the reasons why opinion leaders have grown in the recent years & the reasons why people become opinion leaders. 15

OR

Q4. B What are the Indian Core Values? How have they changed with time? Justify your answer by giving examples from advertisements which represent these values. 15

Q5. Write short notes on any 3- 15

- 1. Adoption Process
- 2. Subliminal Perception
- 3. Reference group appeals
- 4. Culture and Subculture
- 5. Theory of Need Achievement (Trio of Needs)

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Time 2 1/2 hours

Total marks-75

- ❖ All questions are compulsory
- ❖ Figures to the right indicate full marks
- ❖ Give relevant examples wherever necessary.

Q.1. The Panama Papers scandal involved a leak of 11.5 million confidential documents from Panamanian law firm Mossack Fonseca. Explain the role played by ICIJ to which global team of journalists got connected for information and also role played by global media and reporting on Panama papers. (15)

OR

Q.1 Elucidate on Watergate Scandal – a series of interlocking political scandals of the U.S. President's Richard M. Nixon's administration. What investigation was conducted at the Watergate apartment complex what did the investigation reveal? Elaborate on the entire Investigative process. (15)

U.S. President's Richard M. Nixon's administration. What investigation was conducted at the Watergate apartment complex what did the investigation reveal? Elaborate on the entire Investigative process.

Q2.(a) Elaborate on role of an investigative reporter and qualities and essentials possessed for becoming an investigative journalist? Comment. (8)

(b) The Centre for Investigative Journalism (CIJ) is a think-tank, alternative university and an experimental laboratory set up to train a new generation of reporters in the tools of investigative in-depth and long form journalism across all media. Add your views. (7)

OR

Q2.(C) In an investigative journalism follow-ups help us to set stories in context over a longer period of time and to explain cause-and-effect. Justify with the help of an example (8)

Q2.(D) In an investigative journalism an investigative journalist may spend months or years researching and preparing a report. Elucidate the sources that an investigative journalist depend on? Discuss with an example the importance of news sources in making news. (7)

Q3. (A) In an investigative journalism the RTI Act is a valuable tool for journalists to pursue accurate, factual, and reliable information. Elucidate. (8)

Q3. (B) In an investigative journalism whether accurate or inaccurate or 'whether laudatory or critical' the publication of any of the aforesaid personal information without the consent of the person, would be in violation of the right to privacy of the person and liable for damages. Justify your answer. (7)

OR

Q3. (C) In a major boost to freedom of press, a Delhi court has ruled that the publication of a document merely labelled "secret" shall not render the journalist liable under the colonial relic, Official Secrets Act 1923 (OSA) . Add your views. Cite an example on Kulbhushan Jadhav. (8)

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Q3. (D) What is defamation? In an investigative journalism, can a Defamatory Publication on the Internet constitute a Slander or Libel? When is a journalist accused of the charge . (7)

Q4.(A) In an investigative journalism sometimes we feel the need to use tools against (15) threats we don't actually face, while ignoring risks that are more likely. Does a journalist require a different protective measure in response. Comment.

OR

Q4.(B) In an investigative journalism framing the research questions can be considered the core of any systematic investigation as the research outcomes are tied to asking the right questions. Elucidate. (15)

Q5. Write short note on:- (Any 3) (15)

- (a) CIJ
- (b) Hypothesis
- (c) Gatekeepers
- (d) Traits of an investigative journalist
- (e) Key skills of an investigative journalist

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Time: 2.5 HRS

Total MARKS: 75

- N.B.: 1. Read the questions carefully before answering  
2. Figures to the right indicate the full marks  
3. Give example when necessary  
4. Calculators are allowed

1. (a) Big news, a 24- hour news channel, wishes to launch a new streaming service across India. The OTT platform would showcase a wide variety of content for viewers of different age groups. As a researcher suggest an appropriate research design, research technique and sampling method to facilitate their plan. 10

(b) Compute Mean, Median, Mode and Range for the following data. 5  
20,23,25,35,40,40,42,50,80.

OR  
(c) Design a questionnaire to find out the reaction of the youth towards controversial advertising. 8

(d) "Excessive TV watching leads to obesity among children". Write a report analyzing the validity of the statement. 7

2. Answer the Following:

(a) Discuss the various methods of conducting product research. 8

(b) Write a note on the importance of literature review. 7

OR  
(c) Explain the advantages and disadvantages of Focus Group discussion. 8

(d) Discuss the nature and scope of marketing research in India. 7

3. Answer the Following:

(a) Explain the various methods of conducting copy research. 8

(b) Write a note on pricing research. 7

OR  
(c) Discuss the types and the significance of secondary data in marketing research. 8

(d) Mention the guidelines for designing a good questionnaire. 7

4. Answer the Following:

(a) Discuss projective techniques in detail. 8

(b) Write a note on probability sampling. 7

OR  
(c) Discuss various print and broadcast pretesting methods. 8

(d) Explain different physiological rating scales used in advertising research. 7

5. Explain Any3 of the following. 15

(a) Hypothesis.

(b) Survey method.

(c) Research design.

(d) Concept testing.

(e) Measurement scales

Duration: 2 & ½ hours

Total marks: 75

- N.B.** 1. All Questions are compulsory  
2. Figures to the right indicate marks

Q1) What do you mean by Integrated Marketing Communication (IMC)? Explain the importance of IMC tools while launching any digital media channel. Create a campaign using a minimum of 2 IMC tools for launching an online edition of a reputed newspaper of your choice. (15)

Q2) A) 'Commercialisation of news is a dangerous trend'. Do you agree with the statement? Elaborate. (8)

Q2) B) Analyse the different categories of ownership in a media industry? In today's environment, which ownership according to you, is ideal for a media organization? (7)

**OR**

Q2) C) Explain the concept of Cross media ownership in detail, with the help of relevant examples. (8)

Q2) How important is the understanding of Financial Management Processes in the long-term functioning of media organizations? (7)

Q3) A) Explain the importance of an editorial department in a news media organization. Chalk out the hierarchy of an editorial in TV News channel. (8)

Q3) B) Provide an in-depth analysis of the dangers associated with the commercialization of news. (7)

**OR**

Q3) C) What are the tactics used by organizations to cut costs and boost finances. How do advertorials and events help in increasing revenue? Give suitable examples. (8)

Q3) D) Explain the role Foreign Direct Investment (FDI) played in the growth of the media industry in India. (7)

Q 4) Discuss the significance of social media marketing for a media organization in today's context. Give suitable examples to illustrate. (15)

Q 5) Write Short notes on (attempt any three) (15)

- A) Disruptive technologies and importance in media organisations
- B) TAM
- C) Company Act
- D) Readership surveys and growth of publications
- E) Disruptive Innovation

[Time: 2½ hours]

[ Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Figures to the right indicate full marks.
  2. Draw suitable diagrams wherever necessary.
  3. Illustrate your answers with examples.
  4. Use of simple calculator is allowed.

Q1. Case Study

Prepare a Direct Marketing plan for any one of the following

a. Dining Table.

OR

b. Momos Café.

(15)

Keeping in mind the below mentioned points

1. Product Offering.
2. Lead Generation.
3. Database Management.
4. Methodology and Channels used.

Q2. Answer the following

a. Calculate the lifetime value of Mr. Fernandez as on 2011 from the following given data.

(15)

Particulars	2011	2012	2013	2014	2015	2016
Commission Paid	-	1,000	-	2,100	1,200	4,000
Discount	9,000	2,000	6,500	3,200	2,300	-
Referrals	8,000	3,000	7,300	1,300	3,400	6,000
Telemarketing	7,000	4,000	8,100	2,600	4,600	8,000
Direct Revenue	6,000	5,000	4,600	1,450	5,100	1,000
Sales	1,00,000	1,05,555	1,86,500	2,10,340	3,22,346	5,55,555

Note: 1. Figures are in Rupees

2. Rate of Interest on Loan is 10%

OR

c. Summarize reasons for the growth of direct marketing in today's scenario.

(08)

d. As a website manager of your college, how will you initiate a web design and development.

(07)

Q3. Answer the following

a. Bring out different payment systems in the E-commerce industry.

(08)

b. Explain various tools of IMC used by direct marketers.

(07)

OR

c. What are the advantages and limitations of E-commerce.

(08)

d. Explain the term payment gateway. Illustrate the process of payment gateway with a suitable example.

(07)

- Q4. Answer the following
- a. What is Customer Relationship management? (CRM). Discuss its importance. (08)
  - b. Database management in-house and through a bureau? State its advantages and disadvantages. (07)
- OR
- c. What issues and challenges would you face for executing E-commerce. Justify your answer (08) with a suitable example.
  - d. Explain the growing importance of social media. (07)
- Q5. Write Short Notes on (ANY THREE)
- a. Types of catalogues.
  - b. Cross-selling and Upselling.
  - c. Features of E-commerce.
  - d. Types of transaction security.
  - e. Product customization. (15)

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(2½ Hours)

Total Marks: 75

**Instructions:**

- Please use the correct question numbers to indicate the question being answered.
  - Q1 is compulsory.
  - Q2 to Q5, answer as per internal choice.
  - Use appropriate diagrams, charts, and examples to enumerate your answers.
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**Q1. Case Study**

**(15 M)**

**Q. 1 A)** With the help of any contemporary product or service advertisement released in the current year, evaluate and answer the following insights according to what was shown in the advertisement.

- a) Consumer insight **(2 M)**
- b) Brand insight **(2 M)**
- c) Market insight **(2 M)**
- d) Usage insight **(2 M)**

**Q. 1 B)** With the help of any contemporary product or service advertisement released in the current year, explain its brand story. **(7 M)**

**Q. 2 A)** “Account planning helps to understand customers and clients precisely”, explain the statement, and elaborate on the benefits associated with effective account planning. **(7 M)**

**Q. 2 B)** What are the key elements associated with account planning and advertising and explain their relationship? **(8 M)**

**Or**

**Q. 2 C)** Differentiate between cultural insight and customer insight with appropriate examples. **(7 M)**

**Q. 2 D)** Explain the importance of preparation and research in account planning. **(8 M)**

**Q. 3 A)** How is transmedia storytelling and traditional story adaptation different from each other? **(7 M)**

**Q. 3 B)** "The Story Brand Framework is a popular messaging tool designed to improve business marketing strategy by clarifying the message", elaborate the statement with various steps in the framework. (8 M)

Or

**Q. 3 C)** Explain brand storytelling with a suitable example. (7 M)

**Q. 3 D)** Elaborate the adoption curve with propagation under propagation planning and illustrate with a suitable diagram. (8 M)

**Q. 4 A)** Explain the skills required for strategists and account planners in the account planning process (7 M)

**Q. 4 B)** What are the different principles and approaches used in ethnography research under account planning? (8 M)

Or

**Q. 4 C)** "Future insights can be approximated by observable facts and information", elaborate the statement by highlighting the significance of future insights in account planning and advertising. (15 M)

**Q. 5) Short Notes:- (Any three out of five)** (15 M)

- a) DAGMAR
  - b) Propagation planning
  - c) Target Audience Shift
  - d) Means End Theory
  - e) Google Analytics
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**TOTAL MARKS:**

**75 Duration: 2:30 hours**

- Note: 1) All questions are compulsory.**  
**2) Draw well-labelled diagrams wherever necessary.**  
**3) Figures to the right indicate full marks.**

Q1. Citing examples from various wars and conflicts such as Russia-Ukraine, Israel-Palestine and Syria, illustrate how the media covers the same? **15 marks**

**OR**

B. Shed light on Indian government's economic, defence and foreign policies and discuss the news media coverage of the above policies. **15 marks**

Q2. A. There are several means and ways of finding out public opinion on various issues. Examine the same with examples. **7 marks**

B. What is understood by the term 'Technocracy'? Why was Walter Lippmann a strong advocate of the same? **8 marks**

**OR**

C. The audience use the media and get gratified from it. Discuss with examples. **7 marks**

D. Explain with relevant examples the biases in the news media. **8 marks**

Q3. A How is consent manufactured as proposed by Noam Chomsky? **7 marks**

B. How do the media set the agenda for the public and tell us what to think about? **8 marks**

**OR**

C. Do you think the various media platforms can be site for public discourse and serve as a public sphere? Explain with examples. **7 marks**

D. What is meant by two-step flow of information? What are the criticisms and strengths of this paradigm? **8marks**

Q. 4. A. What is your opinion on the portrayal of women, the queer and the marginalized communities such as dalits in popular media? Support your answer with appropriate examples. **15 marks**

**OR**

B. Discuss the coverage of various socio-economic issues by the media in the Indian context with relevant examples. **15 marks**

Q. 5 Write short notes on any three of the following **15 marks**

- A. Measures to preventing spread of fake news.
- B. Functions of public opinion in society
- C. Use of social media by the political parties for influencing public opinion
- D. Coverage of 'war on terror; by media
- E. Social media activism

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Time: 2 ½ Hours

Total Marks: 75

**Instructions:**

1. All question are compulsory.
2. Each question carries 15 marks.

Q1.A. What is Union Budget? Explain the important characteristics of Union Budget 2023-24. Do you believe the percentage of allotment of GDP towards each sector in the current budget is justified? (15)

**OR**

Q1.B. What is Business Journalism? Which are the top Business News Media Organizations in this country? (15)

Q2. A. Explain the attributes of the Banking sector in India? Do you agree that modern technology has changed the way core banking facilities is provided in this country? (15)

**OR**

Q2.C. What rôle do World Bank, BRICS and Asian Development Bank play in the overall economic development of various countries? (8)

Q2.D. What role do the Technology Sectors play in the growth of the Indian economy? (7)

Q3.A. Indian Unicorn Companies have contributed to the growth of the economy. Discuss. (8)

Q3.B. Trace the timeline of the Adarsh Housing Society scam. (7)

**OR**

Q3.D. Which are the various Financial schemes introduced by Government of India to promote Financial-Inclusivity amongst the weaker sections of the society? (15)

Q4.A. Explain the significance and relevance of Planning Commission and NITI Aayog? How effective is NITI Aayog in making India a global power? (15)

**OR**

Q4.B. Which are the various Stock Exchanges in this country? What role does SEBI play in regulating these Stock Exchanges? (15)

**Q5. Write Short Notes (Any 3 Out of 5):** (15)

1. 2008 Financial Crises
2. FERA and FEMA
3. RBI
4. Fiscal Deficit
5. Globalization and FDI

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Duration 2 ½ Hours

Marks: 75

- N.B.: 1. Attempt all questions (Q.1 is compulsory)  
2. All questions carry equal marks  
3. Figures to the right indicate full marks
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Q. 1. Explain the following concepts in four to five sentences. (Answer any five) (15)

- a) Hybridity.
- b) Contra-Flow.
- c) Cosmopolitan identity.
- d) Cultural imperialism.
- e) Brand awareness.
- f) Material Culture.
- g) Global Consumer.
- h) Alternative Media.

Q.2. a) Enumerate the impact of globalization on Indian Advertising with examples. (08)  
b) Explain the concept of free trade highlighting the role of WTO & GATT. (07)

OR

- c) Explain any 1 theory and Problems of Global Communication. (08)
- d) Explain the dominance of Global Media Content and substantiate with an Example. (07)

Q.3. a) With the help of a Recent trend elaborate on the emergence of global brands and trends. (08)  
b) With the help of examples explain Local Going Global. (07)

OR

- c) Briefly explain the importance of adaptation in international marketing whilst illustrating a few failed marketing campaigns. (08)
- d) Describe the negative effects multinational and international brands have on local society. Considering Indian society for instance. (07)

Q.4. a) Explain the importance of international advertising. Elaborate on the need and study of different environmental dynamics required for adapting business in the International/Global market. (15)

OR

- b) Note down the role of advertising and promotion in marketing mix. (08)
- c) Explain the pros and cons of global and international advertising with suitable examples. (07)

Q. 5. Write Short notes. (Any three) (15)

- 1. Global Advertising Regulation.
  - 2. World as a global village.
  - 3. International Advertising as a communication process.
  - 4. Brand Positioning Strategies.
  - 5. Globalization and Contemporary Indian Advertising.
-

TIME: 2 1/2 HRS

MARKS: 75

NB: All Questions are compulsory.

Q1. Write a feature on the challenges faced by senior citizens in their day-to-day life. (15)

Q2. A. Write a feature on the profile of any famous personality. (7)

B. Explore the ethical challenges faced by feature writers when covering sensitive social justice topics. (8)

OR

C. 'Journalist play a vital role in voicing out for Urban Poor' comment on the statement and write a letter to the editor explaining their issues. (7)

D. Share your perspective on how to balance the responsibility of reporting with the potential to evoke change in the society. (8)

Q3. A. How can one differentiate between a news article and a feature article? (7)

B. Human interest stories create interest and curiosity in the readers. Justify the statement with suitable examples. (8)

OR

C. Anecdotes and illustrations add flavour to the feature. Comment. (7)

D. Explain the structure of interview and how it could be carried out to frame a feature story with an example. (8)

Q4. A. A nation's progress is measured through its infrastructure development as one parameter. Write a feature on any one developmental project in India? (15)

Q5. Write short notes on any THREE: (15)

a. Plight of Night Schools in Mumbai

b. Tourism in Maharashtra.

c. Condition of Jails in Mumbai.

d. Ministry of Social Justice & Empowerment

e. Challenges faced by Person with Disability

Duration: 2 ½ hours

Marks: 75

- N.B. 1. All questions are compulsory.  
2. Figures to the right indicate marks.

Q1. (a) Review the role of LTTE in Sri Lanka's politics. What factors led to the massive People's Protest in 2022? (15)

OR

Q1. (b) Give an outline of the ongoing Russia - Ukraine War and the role of the media. (15)

Q2. (a) Why was the Macbride Commission created and why is it still significant? (08)

Q2. (b) What is the impact of parachute journalism on global news coverage? (07)

OR

Q2. (c) Analyse the World Press Freedom Index 2023 of Reporters Without Borders. (08)

Q2. (d) What are the main challenges confronting the media in Australia? (07)

Q3. (a) Explain the North South Divide Theory. (08)

Q3. (b) Review the Media in North Korea. (07)

OR

Q3. (c) How can the media be a driver of conflict? Explain this in the context of the Rwanda massacre. (08)

Q3. (d) Explain Five Laws of MIL. (07)

Q4. (a) Profile the media in China and review how the current government has controlled and misused it. (15)

OR

Q4. (b) Discuss the structure of Al Jazeera. What role has it played in reporting international news? (15)

Q5. Write short notes on the following: (attempt any three) (15)

- a. NWICO
- b. Media in Malaysia
- c. Kisha Kurabus
- d. Radicalization in the cyberspace
- e. North- South Divide Theory

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Time:(2.5 Hours)

[Total Marks: 75]

- NB: 1. Read the questions carefully before answering  
 2. Figures to the right indicate the full marks  
 3. Give example when necessary

- Q.1** Answer the following
- A CASE STUDY**  
 Aquafina is launching a new campaign to create an affinity between consumers and the brand. Right now, 70% of Indians are walking around dehydrated. They know that they should be drinking more water, but they aren't sure why. And so they turn to other drinks to quench their thirsts, not realizing the extent to which drinking more water can improve their health and make them look and feel better.  
 With Aquafina Drinking Water, the fact that water is key to healthy living and the need for people to take cognizance of the quality of water they drink.  
 As a marketing manager at Aquafina, prepare
- |   |   |
|---|---|
| a. Outline the Communication Plan.                        | 5 |
| b. State the advertising objectives.                      | 4 |
| c. Support your advertising strategy using two IMC tools. | 6 |
- B** What Is the Role of an Advertising Agency? Discuss various functions and the structure of an advertising Agency 15
- Q 2** Answer the following
- |   |   |
|---|---|
| <b>A</b> Explain Account planning process               | 8 |
| <b>B</b> Describe various Types of Advertising agencies | 7 |
- OR**
- |  |   |
|--|---|
| <b>C</b> Explain GAP Model of Service Quality with the help of a real life Example | 8 |
| <b>D</b> Discuss the role of account planning in advertising                       | 7 |
- Q 3** Answer the following
- |  |   |
|--|---|
| <b>A</b> Discuss the contents of a good marketing Plan | 8 |
| <b>B</b> Stages in the client-agency relationship      | 7 |
- OR**
- |   |   |
|---|---|
| <b>C</b> Discuss the contents of a good Business Plan | 8 |
| <b>D</b> Discuss any two theory of Entrepreneurship   | 7 |
- Q 4** Answer the following
- |   |   |
|---|---|
| <b>A</b> The Scope and Role of Sales Promotion              | 8 |
| <b>B</b> Various types of Trade – oriented sales promotions | 7 |
- OR**
- |  |   |
|--|---|
| <b>C</b> Objectives of Sales Promotion                         | 8 |
| <b>D</b> Various types of Consumer – oriented sales promotions | 7 |
- Q 5** Write short notes on any three of the following: 15
- |  |  |
|--|--|
| a. Methods of Equity Financing                               |  |
| b. Any two methods of Generating New Idea for Entrepreneurs  |  |
| c. DAGMAR  |  |
| d. Common ways in-which advertising agencies generate income |  |
| e. Pitching  |  |



Duration: 2.5 Hours

[Total Marks: 75]

**NB: 1. Read the questions carefully before answering**

**2. Figures to the right indicate the full marks**

**3. Give example when necessary**

**Q1. CASE STUDY: Multimedia Campaign** **15**

A. Having been in the Indian market for some time now, Nestle India plans to make a vegan edition of Kitkat. With plant-based products becoming a norm for many brands and product categories, Kitkat plans to enter the vegan chocolate market in India with a bang! The campaign focuses on benefits of plant based products and the fact that your favourite KitKat will retain the same classic taste.

1. Prepare a creative brief for making an impact on the target audience 4
2. Suggest an appropriate message strategy 2
3. Create a print advertisement based on the creative brief (One advertisement). 4
4. Prepare a 30 sec story board for Television commercial based on the creative brief. 5

OR

B. What started as an on-demand food delivery platform in India in 2014, Swiggy is well on its way to becoming the preferred urban dweller's choice for comprehensive on-demand delivery with Swiggy Instamart. The brand plans to make itself the one-stop-shop for gifting options on festive occasions.

Gifting thus being the main theme of the campaign. 15

1. Prepare a creative brief for making an impact on the target audience. 4
2. Suggest an appropriate message strategy 2
3. Create a print advertisement based on the creative brief (One advertisement) 4
4. Prepare a 30 sec story board for Television commercial based on the creative brief. 5

Q2. Answer the following:

- A) What is Trans creativity? Explain with examples 8  
B) Write a Direct Mailer announcing Burger King's new menu for kids. 7

OR

- C) What are the responsibilities of a good copywriter? 8  
D) Create a radio spot for Cadbury's Dairy Milk Silk Oreo edition. 7

Q3. Answer the following:

- A) Short note on the BIG IDEA. Give examples. 8  
B) Discuss Idea Generation Techniques. 7

OR

- C) What is Creativity and what are the various stages of the creative process? 8  
D) Prepare an Outdoor poster for Boat's newest AirPods. 7

Q4. Answer the following:

- A) Discuss Writing for Youth Vs Writing for Senior Citizens 8  
B) Explain the guidelines for writing television copy 7

OR

- C) Evaluate the copywriting style of any one advertising campaign by an ad agency for its clients 8  
D) Draft an email promoting new holiday packages by Yatra.com for Diwali 7

Q5. Write short notes on ANY THREE of the following: 15

- A) Write a classified ad for a new resort opening in Goa.  
B) Discuss an ad keeping in mind Humour appeal  
C) What is an infomercial?  
D) What is "Slice of Life" concept in ads? Give an example.  
E) Discuss Slogans and their importance, with an example.

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