



**Prahladrai Dalmia Lions College of Commerce & Economics**  
Sunder Nagar, Malad (West), Mumbai- 400 064  
ISO 9001: 2015 Certified

**Program Name: Bachelor of Mass Media**

## **October 2020 Exam Portion For Semester VI Exam**

### **1. Advertising and Marketing Research**

#### **MODULE I**

**Topic - Fundamentals of Research**

1. Meaning and objectives of Research
2. Concepts in Research: Variables, Qualitative and Quantitative
3. Literature review
4. Stages in Research process.

#### **MODULE II**

**Topic - Hypothesis**

Meaning, Nature, Significance, Types of Hypothesis

#### **MODULE III**

**Topic - Research design**

1. Meaning, Definition, Need and Importance, Scope of Research Design
2. Types- Descriptive, Exploratory and Causal.

#### **MODULE IV**

**Topic - Sampling**

1. Meaning of Sample and Sampling
2. Process of Sampling
3. Methods of Sampling:
  - i) Non Probability Sampling – Convenient, Judgment, Quota, Snow ball.
  - ii) Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage.

#### **MODULE V**

**Topic - Data collection**

1. Types of data and sources- Primary and Secondary data sources
2. Methods of collection of primary data:
  - a. Observation
  - b. Experimental
  - c. Interview Method: i) Personal Interview ii) focused group, iii) indepth interviews
  - d. Survey
  - e. Survey instrument – i) Questionnaire designing.
  - f. Scaling techniques- i) Likert scale, ii) Semantic Differential scale, iii) 6 10 Staple scale, iv) Constant sum scale

## Projective Techniques

a. Association, b. Completion, c. Construction d. Expressive

### **MODULE VI**

#### **Topic - Report Writing**

1. Essential of a good report
2. Content of report
3. Steps in writing a report
4. Footnotes and Bibliography

### **MODULE VII**

#### **Topic - Advertising Research**

1. Introduction to Advertising Research
2. Copy Research: a. Concept testing, b. Name testing, c. Slogan testing
3. Copy testing measures and methods: a. Free association, b. Direct questioning, c. Direct mail tests, d. Statement comparison tests, e. Qualitative interviews, f. Focus groups
4. Pretesting:
  - A. Print Pretesting: a. Consumer Jury Test, b. Portfolio test, c. Paired comparison test, d. Order-of-merit test, e. Mock magazine test, f. Direct mail test.
  - B. Broad casting Pretesting: a. Trailer tests, b. Theatre tests, c. Live telecast tests, d. Clutter tests
5. Post testing: a. Recall tests, b. Recognition test, c. Triple association test, d. Sales effect tests, e. Sales results tests, f. Enquires test

## **2. Agency Management**

1. **Advertising agencies.** Their role, functions, organization and importance. Different types of agencies.
2. **Client servicing.** Client agency relationship. 3P's of service. Gap model. Stages in client agency relationship. How agencies gain clients. Why agencies lose clients. Role of account executive. Role of account planning. Account planning process. Means end chaining and the method of laddering.
3. **Digital advertising strategy.** Ad film making. Marketing plan of client. Marketing brief, marketing audit. AIDA, DAGMAR. Setting up an agency. Various stages in setting up an agency. Various methods of agency remuneration. Growing the agency.
4. **Sales promotion management.** Scope and role. Reasons for increase in sales promotion. Designing loyalty, continuous and frequency programs. Revision. Case study.

## **3. Financial Management**

- I. Module one- Introduction to Auditing
- II. Module two- Audit planning, procedures, and documentation
- III. Module three- Auditing Techniques, and Internal Audit Introduction.

IV. Module four- New areas of Auditing.

**4. Advertising ethics and legal environment**

**1) Introduction to Legal Environment...**

Definition and scope from Indian and international perspectives

Effects of Legal Environment on the Individual, Corporate Sectors, Media (press, others)

Government policies that govern advertising

**2) Fundamental Rights in India**

Right to equality

Right to freedom

Right against exploitation

Right to freedom of religion

Cultural and educational right

Right to constitutional remedies

**3) Criminal Law & Uniform civil code**

Introduction

Uniform civil code

Case study: shah bano case (1985)

**4) Corporate law**

Introduction

Corporate law

The Indian corporate law service

**5) Consumer laws in India**

Competition law & consumerism.

Consumer rights in india

Consumer protection act 1986

**6) Media Laws**

Paid news

Opinion polls

Cross media ownership

Defamation

Social media & IT Act 2000

**7) Freedom of Media**

Freedom of media

Terminologies

Media & tort of defamation

**8) Entertainment Law**

Introduction to entertainment law

Electronic media advertisement policy of the government of India

**9) Laws related to Public Broadcasting policies**

The Prasar Bharti Act

Functions & Objectives

The Prasar Bharti amendment Bill, 2010

**10) Cyber law**

Cyber crime

Cyber law amendment

Section 66A of the act

**11) Net neutrality**

Net neutrality in India

Net neutrality in Media

Article : Net neutrality

**12) Right to Information (RTI)**

Critical analysis of the fundamental rights

Amendments

Right to information act, 2005

Information exclusion

**13) Advertiser Agency Contract agreement**

Introduction AACA

Contract between & advt agency & advertiser ( fee v/s comm)

Conclusions & usage of AACA

**14) Drugs & cosmetics act**

Introduction

Definitions

Types of drugs & cosmetics

**15) Drugs & Magical remedies act, 1954**

Introduction to drugs & magical remedies act, 1954

Definitions, conclusions, overview of act 1954

**16) Drugs & price control act, 1995**

Introduction to Drugs & price control act, 1995

Definitions, conclusions, overview of act 1954

**17) Emblems & Names (Prevention of improper use) act, 1950**

Introduction, definition, conclusion

**18) Indecent representation of women act**

Stereotypical views of women in advertising  
Indecent representation of women – ad egs.

**19) Intellectual property rights**

Introduction to Intellectual property rights  
Introduction to copyright act, trademark act & patents  
Terminology : copyright act & trademark act

**20) The importance of Ethics**

Introduction to ethics  
The ASCI: advt standards council of India  
News feed articles: ASCI Bans ADS

**21) Stereotyping & Ethics**

Introduction to minority groups  
Introduction to racial & religious ethics  
Introduction to advertising for children  
Introduction to Ad ethics for senior citizen  
Introduction to surrogate advertisement

**22) Controversial advertising**

Introduction to stock advertising  
Controversial print advertising  
Controversial ads on Indian TV  
Radio ADS  
Internet advertising

**5. Digital Media**

- Introduction to Digital Media
- Search Engine Optimization
- Social Media
- Tools & Trends
- Features of Website
- Cyber Law (Partial completed)

**6. Contemporary Issues**

**Module –I**

Ecology and its related concerns: (10) -

- Climate Change: Causes , consequences and remedial measures
- Deforestation: Causes, consequences and remedial measures e- need and
- Sustainable Development: Importance, CRZ Act - concept, need and significance.

## **Module- 2**

(a) Human Rights: (12)

-UDHR

-CRC

-CEDAW

-DRD

Women: Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013,

The Criminal Law (Amendment) Act of 2013 Child: Protection of Children from sexual offence Act -2012 (POCSO),

Child Labour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000.

Education : Right to Education Act 2009 16 Health : National Health Policy of 2015, Transplantation of Human organs Act of 2002,

Prenatal Diagnostic Technique Regulation and prevention of Misuse amendment rules of 2003,

Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004

## **Module-3**

Political concerns and challenges (10)

- Whistle Blowers protection act 2011.

- State violence- Naxalism and its Impact.

Reference to North East – Issues involved,

ULFA,

Nagas,

Manipur issue,

AFSPA and its impact.

- causes, consequences and remedial measures

## **Module 4:**

Economic development and challenges: (08)

Role of MIDC

Special economic zone

Food security

Agrarian Issues

## **7. The principles and practice of direct marketing**

Definition and importance of direct marketing

Economics of direct marketing

Growing importance of Direct marketing in IMC mix

Understanding the DM business

LTV its importance in Direct Marketing

LTV Sums

Direct marketing Strategies

Direct marketing concepts

Customer Relationship Management.

**Note: Kindly get in touch with the coordinator if you have any queries.**