

Anjuman Islam Janjira Degree College of Science
Murud-Janjira, Raigad-402401
Affiliated to University of Mumbai
As per NEP 2020

Class: -S.Y.B.M.S	Subject: SEC-AD Making
Semester:- IV	Course code: -
Exam Event:- Summer 2026 (FH)	Marks: -30
Date: -11/03/2026	Duration: - 01:00 Hours

N.B. – 1 – Attempt TWO questions from the given below.
2 – Figures to the right indicate full marks.

Q1. Answer the Following Questions

- A. Define Advertising and Discuss features of Advertising? (07)
- B. State difference between B2C Advertising and B2B Advertising? (08)

Q2. Answer the Following Questions

- A. Write detailed note on DOORDARSHAN (DD). (08)
- B. What is Brand Crisis? Explain the role of advertising in Brand Crisis with examples. (07)

Q3. Answer the Following Questions

- A. Explain the career options Available in Advertising? (08)
- B. What is political Advertising and What purpose does it serve in politics? (07)

