1705M204 Candidate's Seat No : __

M.D.C. (Sem.-II) Examination
411 Media Skills-II

Time : 3 Hours] May-2017 |Max. Marks : 70

Q.1 Answer the following questions of any one in brief. (7)

(A) What responsibilities would you assign to 'corporate communication' in an organization? Explain the Corporate communication primary functions.

OR

(A) Briefly explain all the elements used in print 'advertising copy'.

(B) Write Short Notes. (Any Two) (4)
  1. Circulation and readership
  2. Explain Humor appeal with examples
  3. Special rates for positions in newspapers

(C) Write answers in one or two sentences for the following questions. (3)
  1. What do you mean by multiple insertions?
  2. What is the importance of Classified ads?
  3. What is Sales promotion?

Q.2 Answer the following questions of any one in brief. (7)

(A) What are the most common advertising appeals to reach out to customers? Explain with examples?

OR

(A) What are the steps to be taken to build good reputation for an organization?

(B) Write Short Note. (Any Two) (4)
  1. Explain 4 Ps of marketing and their uses
  2. Difference between advertising and PR
  3. Fear appeal

(C) Write answers in one or two sentence for the following questions. (3)
  1. Big picture layout in ad
  2. What is Typeface?
  3. What do you mean by Outdoor media

Q.3 Answer the following questions for any one in brief. (7)

(A) Describe in depth, working of a DSLR camera with illustrations.

OR

(A) Define DEPTH OF FIELD and describe the elements controlling DOF.

(B) Write Short Note. (Any Two) (4)
  1. Exposure Meters
  2. Composition
  3. White Balance and its use

(C) Write answers in one or two sentence of the following questions. (3)
  1. White balance controls the ....of light
  2. The focal length of fish eye lens is ....mm
  3. In DSLR, R stands for?

Q.4 Answer the following questions for any one in brief. (7)

(A) XYZ Co. has a budget of Rs 80 lakhs to be spent on advertising. If it want to spend 60% of the budget on newspaper, what will be the amount allocated? Further the budget is 20% for radio and similar for hoardings. What will be the amount allocated in these two media?
Calculate the 'Cost per Thousand' for: Gujarat Samachar, where the rate per cc is Rs 3000 and circulation - 4,00,000; for Sandesh, rate per cc is Rs 1500 per col cm with circulation 1,50,000 and Times of India rate per cc Rs 4000 with circulation of 4,00,000.

If only one newspaper is to be considered which will be chosen?

OR

(A) What would you explain in different advertising appeals to a client, so that it is clear to him for choosing the advertising method?

(B) Write Short Note. (Any Two) (4)
  1. Benefit of radio ads
  2. Locations of costly hoardings in Ahmedabad
  3. Why there are special rates for positions in newspapers?

(C) Write answers in one or two sentence for the following questions. (3)
  1. What do you mean by Public Relations?
  2. What is Testimonial Ads?
  3. Informative ads

Q.5 Answer the following questions for any one in brief. (7)

(A) What do you mean by media mix? Explain in details with example

OR

(A) How selection of medium is very important for any product or company?

(B) Write Short Note. (Any Two) (4)
  1. ISO and its role in exposure
  2. Explain about three types of lighting
  3. House journals

(C) Write answers in one or two sentence for the following questions. (3)
  1. The angle of view of normal lens is?
  2. Three different controls of depth of field are?
  3. ....the shutter speed ....motion.