

**IMBA in BI/IB/APR Sem.-9 Examination**  
**APR**

**MP&AVP**

**December-2025**

**Time : 2.30 Hours]**

**[Max.Marks : 70**

- Instructions :** (1) This paper contains **FIVE** questions.  
(2) All questions are compulsory.  
(3) Question No.2, 3, 4 have internal options.  
(4) Figures in the right side in parenthesis indicate marks.

- Q.1** What is the main goal of making a DVC Video for a Brand? (14)  
**Q.2** What is the Role of an Art Director in the process of producing a DVC? (14)  
**OR**  
**Q.2** What does a Brand relatable color palette if you are to make a DVC for Intel processor brand? (14)  
**Q.3** Explain in detail about the Pack-Shot. (14)  
**OR**  
**Q.3** What are the 5 main people involved in an advertisement production process? (14)  
**Q.4** What is involved in the Post – Production process of a brand A/V? (14)  
**OR**  
**Q.4** Explain what goes into pre-production process for an A/V production. (14)  
**Q.5** From start to finish, give a detailed process involved in the full Brand A/V advertisement production. (14)

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