

No. of Printed pages: 01

Seat No.:

[A-14] **SARDAR PATEL UNIVERSITY**

TY BBA (ITM) (VI Semester) Examination

2016

Tuesday, 5th April

10:30 A.M. to 12:30 P.M.

Subject : Publicity Management (UM06EBBI02)

Total Marks : 60

- Q-1
[A] Discuss Strength and Weakness of publicity. (09)
[B] Explain the concept and role of publicity. (06)
- OR**
- Q-1 What do you mean by the term publicity management? Explain the objectives and importance of publicity. (15)
- Q-2 Discuss publicity and marketing plans in detail. (15)
- OR**
- Q-2 Explain unit publicity and photography.
- Q-3
[A] Explain content of press release. (10)
[B] Write a note on – Art Work (05)
- OR**
- Q-3 Discuss about press kit and content of the same. (15)
- Q-4 Discuss the steps involved in preparation for media interviews. (15)
- OR**
- Q-4 Describe the process of submission. (15)

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