

SEAT No. \_\_\_\_\_

[8]

**SARDAR PATEL UNIVERSITY**

VALLABH VIDYANAGAR – 388 120

**B.B. A (Honours) (ITM) (4 YEARS) Semester-VI EXAMINATION****FRIDAY, APRIL 6, 2018****UM06EBBI02 PUBLICITY MANAGEMENT****TIME: 10.00 A.M. TO 12.00 P.M.****TOTAL MARKS: 60**

Note: Figures to the right indicate marks.

Draw diagrams and cite examples wherever necessary.

- Q.1 Explain the role of Publicity and Discuss the strengths and weaknesses of Publicity. (15)
- OR**
- Q.1 Write a note on Setting up Internal and External Communication. (15)
- Q.2 Discuss Identifying Publicity and Marketing Potential and briefly explain Publicity and marketing Plans. (15)
- OR**
- Q.2 Write a short note on (15)
- (a) Publicity and marketing Budget
- (b) Unit Publicity and Photography
- Q.3 Explain the concept of Press Release. (15)
- OR**
- Q.3 Clarify about Press Kit and Art Work, (15)
- Q.4 Explain Film Festivals and Media Interviews. (15)
- OR**
- Q.4 Clarify Distribution and Television sales. (15)