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SEAT No. _____

No. of Printed Pages: 1

SARDAR PATEL UNIVERSITY
VALLABH VIDYANAGAR
BBA ITM(HONOURS)(4 YEARS) (SIXTH SEMESTER) 2018-19
Publicity Management (UM06EBBI02)
2ND APRIL, 2019, TUESDAY
10.00 TO 12.00 P.M

TOTAL MARKS:- 60

NOTE: - *Figures to the right indicate*

Q.1) Explain term publicity management and discuss the objectives and role of publicity. (15)

OR

Q.1) Discuss the Strength and Weakness of Publicity (15)

Q.2) Discuss publicity and marketing plan in detail (15)

OR

Q.2) Describe unit Publicity and Photography (15)

Q.3) Discuss content of press release. (15)

OR

Q.3) Explain press kit and content of the same (15)

Q.4) Describe steps for preparing for media interviews (15)

OR

Q.4) Write a detailed note on Film Festivals. (15)

— X —
(1)