

SEAT No. _____

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[98A7]

SARDAR PATEL UNIVERSITY
BBA(ITM)(SIXTH Semester) CBCS Examination
6th April, 2017, Thursday
10.00 a.m. to 12.00 p.m.
Publicity Management-I (UM06EBBI02)

Total Marks: - 60

Note: Figures to the right indicate marks

Q.1) Discuss the strength and weakness of publicity in detail. (15)

OR

Q.1) Write a note on publicity and even discuss the role of the same. (15)

Q.2) Write a detailed note on marketing budget for publicity. (15)

OR

Q.2) Discuss role of unit publicist and contents of photography in detail. (15)

Q.3) Explain press kit and press release contents in detail. (15)

OR

Q.3) Discuss artwork used for promotion of films. (15)

Q.4) Write short note on: - (Any two) (15)

- a) Film festivals
- b) Media Interviews
- c) Distribution and TV sales

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