

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 (UM06EBB102)

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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