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**THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED**

**Q.1. Answer the following short questions. (6x5=30)**

- I. Differentiate between needs and wants?**
- II. What is importance of creative brief?**
- III. List down key objectives of od advertising?**
- IV. Differentiate b/w reach and frequency?**
- V. What are the benefits of direct mail advertising?**
- VI. What is difference b/w scheduling and coverage?**

**Answer the following questions. (3x10=30)**

- Q. No. 2: Write down different phases of evolution in adverting?**
- Q. No. 3: Discuss the elements of mass communication foundation?**
- Q. No. 4: Explain public relation as tool of promotion? Explain different methods of public relation?**