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

**Q.1. Answer the following short questions.**

**(6x5=30)**

- i. Elaborate advertorial.
- ii. Briefly explain public service message with example.
- iii. Discuss peripheral root in ELM model.
- iv. What do you know about integrated marketing communication?
- v. Discuss difference between brand and a product.
- vi. Explain any two types of advertising with relevant examples.

**Q.2. Answer the following questions.**

**(2x15=30)**

- i. Write short note on following:
  - a) DRIP Model.
  - b) DAGMAR Model
  - c) AIDA Model
- ii. Discuss the organizational structure of Ad agency in detail with the help of flow chart.