

ADVERTISING PRACTICES

COURSE CODE : BAJMC-311

Assignment-2

Due date of submission- 23-10-2017

Instructions

1. Write the responses to the assignment in your own hand writing.
2. Submit the responses to your HOD within the due date.
3. Write your Name, Programme and Enrollment No. clearly at the top of the page.

Question: 01

(a) You know very well product marketing process try to explain the concept of Market Segmentation process.

(b) What do you understand by Plan advertising campaign.

Question: 02

(a) Describe the Concept of creativity.

(b) Describe the Uses and importance of media planning software .

EVENT MANAGEMENT: PRINCIPLES & METHODS

COURSE CODE : BAJMC-312

Assignment-2

Due date of submission- 23-10-2017

Instructions

1. Write the responses to the assignment in your own hand writing.
2. Submit the responses to your HOD within the due date.
3. Write your Name, Programme and Enrollment No. clearly at the top of the page.

Question: 01

- (a) You know very well Human Resource Management try to explain the Need Assessment & process of Recruitment .
- (b) Explain the Budget and Cost-Revenue Management.

Question: 02

- (a) Explain the process of Market Research.
- (b) Describe the Observation Techniques used in market research.

MEDIA RESEARCH

COURSE: BAJMC-313

Assignment-2

Due date of submission- 23-10-2017

Instructions

1. Write the responses to the assignment in your own hand writing.
2. Submit the responses to your HOD within the due date.
3. Write your Name, Programme and Enrollment No. clearly at the top of the page.

Question: 01

(a) What is survey and its Meaning, Characteristics and types.

(b) Describe the Public opinion surveys.

Question: 02

(a) What is synopsis?

(b) Describe the steps involved in report writing.