

2021

JOURNALISM & MASS COMMUNICATION HONOURS

INTERNAL ASSESSMENT

SEM: VI

PAPER: CC-6-13TH

FULL MARKS: 10

TIME: 10 am-1 pm

All questions carry equal marks

1. Answer any one question from the following: 10
 - a. Write about AIDA model.
 - b. Describe the functions of an Ad Agency
 - c. What is Brand Positioning? Discuss with Examples.