

Sr. No. 5549

Exam.Code: 111704
Subject Code : 4920

Bachelor of Vocation (Photography & Journalism) - 4th Sem.
(2518)

Paper: II

Brand Management

Time allowed: 3 hrs.

Max. Marks: 75

Attempt any five questions and each question carries 15 marks.

5X15= 75 marks

1. Define advertising? Why do you think it is important?
2. Define brand? Differentiate between a brand and a product?
3. How important is the role of PR officer for a fashion industry?
4. Define brand ambassadors? State their importance in brand management?
5. What is brand equity? State the importance of branding for both consumers and firms?
6. Define advertising agency? Discuss its types?
7. How important is a brand ambassador for a fashion industry? Explain
8. Discuss different types of advertising in detail?

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Exam. Code : 111704

Subject Code : 4923

Bachelor of Vocation (Photography & Journalism)

4th Semester

ENVIRONMENTAL STUDIES

Paper—V

Time Allowed—3 Hours]

[Maximum Marks—50

Note :— The question paper consists of **three** Sections A, B and C.

- (1) Attempt any **THREE** questions from Section A and restrict your answer to **2** pages.
- (2) Attempt any **TWO** questions from Section B and restrict your answer to maximum of **4** pages.
- (3) Attempt any **ONE** question from Section C and restrict your answer to a maximum of **5** pages.

SECTION—A

1. Biogeographical classifications of India.
2. Discuss noise pollution, its causes and mitigation measures.
3. What do you understand by Road Accident and First Aid ?
4. What are the aims and objective of Civil Defence ?
5. What is the role of NSS/any other social cause for service of society with appropriate examples ? 3×5=15

SECTION—B

6. India as mega diversity nation. Justify this statement.
7. What do you understand by disaster management ? Discuss any recent disaster in India.
8. Role of information technology in environmental and human health.
9. How do you think that field visits to any local area to document environmental assets-river/forests/grassland/hills/mountains will help in better learning ? Document in your words about any such visit. $2 \times 10 = 20$

SECTION—C

10. Discuss entrepreneurship development in detail. What are the qualities of good entrepreneurship and role of financial planning and support service institutions in success of the new business ?
11. Discuss the role of an individual in prevention of pollution.

$1 \times 15 = 15$