

No. of Printed Pages : 2 **BNM-30/BNM-130**

**BACHELOR OF ARTS IN
JOURNALISM AND DIGITAL
MEDIA (BAJDM/BAFJDM)
Term-End Examination
June, 2025**

**BNM-30/BNM-130 : PERSUASIVE
COMMUNICATION STRATEGIES**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. Explain the key components of the marketing communications mix and discuss their role in an integrated communication strategy.
2. Discuss the importance of market segmentation in persuasive communication. How does demographic segmentation impact advertising strategies ?
3. Explain the different types of advertising appeals with suitable examples.

4. Analyze the role of public relations tools in brand management with a case study from India.
5. Discuss the role of crisis communication in reputation management. Provide an example of a corporate crisis handled effectively.
6. How does influencer marketing impact brand perception ? Support your answer with appropriate examples.
7. Define perception management and discuss its role in political campaigns. Illustrate with example from any recent election.
8. Write short notes on any *four* of the following :
 - (a) Publicity
 - (b) Classification of Advertising
 - (c) Ad Agency Structure
 - (d) PRSI
 - (e) PR Process
 - (f) Crisis Communication Strategies
 - (g) Social Media
 - (h) Issue Management in the Net Age

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