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BNM-030/BNM-130

**BACHELOR OF ARTS IN
JOURNALISM AND DIGITAL
MEDIA (BAJDM/BAFJDM)**

Term-End Examination

June, 2026

**BNM-030/BNM-130 : PERSUASIVE
COMMUNICATION STRATEGIES**

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks
(20 marks).

1. Discuss the significance of the marketing communications mix in modern advertising with examples.

2. Explain the classification of advertising and analyze how different media platforms impact consumer behavior.
3. Examine the role of advertising agencies in brand positioning. Discuss with an example of a successful campaign.
4. How does advertising research influence campaign effectiveness ? Illustrate with a case study.
5. Evaluate the impact of crisis communication strategies on corporate reputation. Support your answer with an example.
6. Explain the importance of communication in political campaigns. Provide examples from the recent elections.
7. Discuss the key strategies of image and issue management in the digital era. How have Indian brands adapted to these changes ?

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8. Write short notes on any *four* of the following :

- (a) Publicity
- (b) Market Segmentation
- (c) Advertising Appeals
- (d) Ad Agency Structure
- (e) PR Campaign evaluation
- (f) PR Tools and Techniques
- (g) Vlogging
- (h) Perception Management

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