



FYBAMMCSEM-II (ATKT)

Time: 2 ½ hrs

EFFECTIVE COMMUNICATION

Marks: 75

- NOTE: 1. Please check whether you have received the right question paper
2. Figures to the right indicate full marks

Q1. Case Study:

In the 1970s, market researchers discovered that the most young children were unable to tell the difference between the television shows they watched and advertisements for products. Because of this discovery, it was an attempt in 1978 to put legal restrictions on television advertisements aimed at too young children, but advertisers objected. The industry of marketing to children has been growing steadily since then. Between 1978 and 1998, the amount of money directly spent by children age four to twelve increased from less than three billion dollars a year to almost twenty-five billion dollars, and is not ending in sight. Researchers believed that children in that age group also convince their families to spend another two hundred billion dollars a year—such as when a young boy, for example, convinces her mother to purchase a more expensive computer than she must otherwise have bought. Marketers are easy to decide to target this young market—there is their job to aim at consumers who can be convinced and who will spend most money.

However, few other groups have also helped marketers figure out the best way to target a too young audience. Many child psychologists are now being asked to join market-research firms to provide information about how to reach children more effectively. Some members of the American Psychological Association lobbied their organization in 2002 to discipline American Psychological Association (APA) members who have helped advertisers target children, but the APA has not taken action yet. The most psychologists feel that the marketers and their advisers have been allowed very much freedom to appeal to children who cannot make informed decisions about products, but the situation does not seem likely to change.

- A. Correct any errors in the above passage 08
B. Summarize the passage 07

Q 2. Answer **any 2** of the following: 15

- A. What are the different elements of a news report? Discuss the different kinds of reporting giving examples of each kind of report
B. What are the principles of writing effective e-mails? Discuss e-mail etiquette, problems in e-mails and methods of overcoming them
C. What is copywriting? Discuss the parts of an Ad Copy.
D. What is meant by publicity. Discuss the types of publicity

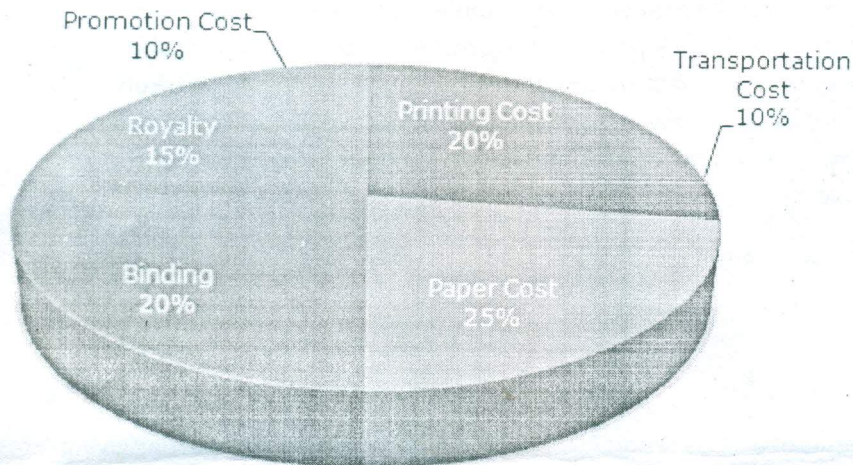
Q3. Attempt any 2 of the following:

15

- A. Write a sales letter to promote the sale of a 'Ready to eat' meals which are newly launched by a reputed company
- B. Write an application under RTI to the RTO asking them the reason for the delay in issuing your Driver's License
- C. Write a letter to the Editor of The Times of India drawing attention towards lack of BMC action about the pathetic condition of road in your area.
- D. Write a report to be published in your college magazine about a blood donation campaign that was undertaken in your college

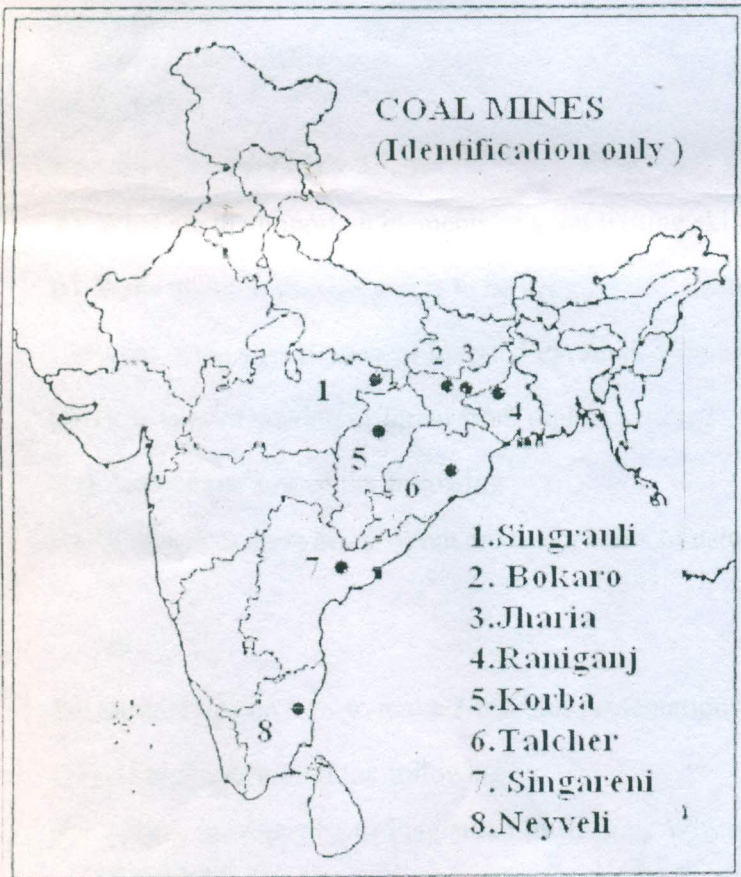
Q4 Attempt any one of the following:

- A. The following is the representation of cost incurred in publishing a book. Write a paragraph of about 350 words on the same:



OR

B. Analyze the data and write a paragraph of 350 words on the same:



Q5. Write short notes on any 3 of the following:

15

- A. Soft News
- B. Jingles
- C. Press Release
- D. Punctuation marks
- E. Translation
