

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.A SIXTH SEMESTER DEGREE EXAMINATION MAY 2025**  
**HISTORY**

**History of Freedom Movement and Unification of Karnataka**

**Duration: 2 Hours****Max Marks: 60**

**Section-A**

**Answer any TWO of the following :****2×5= 10**

1. State the criteria listed by the Dhar Commission which a linguistic area must satisfy before it could be formed into a province.
2. What were the features of the Quit India Movement?
3. Why did the Bedas of Halagali revolt against the British?

**Section-B**

**Answer any TWO of the following :****2×10= 20**

4. Describe in brief the disintegration of Karnataka areas after the death of Tipu Sultan.
5. Write a note on the contribution of women in the Civil Disobedience Movement in Karnataka.
6. Write a note on the development of journalism in Karnataka.

**Section-C**

**Answer any TWO of the following : (Map Compulsory)****2×15= 30**

7. 'The heroic Rani Chennamma of Kittur is remembered till date for her bravery against the misrule of the British'. Justify this statement.
8. Evaluate the impact of the Tilak's Swadeshi Movement in Karnataka.
9. On the outline map provided:
  - (a) Mark the regions involved in the anti-British revolts and write an explanatory note on it.
  - (b) Locate the following places:
    1. Surapura      2. Koppal      3. Madikeri      4. Halagali      5. Kittur

\*\*\*\*\*

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME  
B.A SIXTH SEMESTER DEGREE EXAMINATION MAY 2025**

**HISTORY**

**History of India(1761-1857)**

**Duration:2 Hours****Max Marks:60**

**Section-A**

**Answer any TWO of the following :****2×5= 10**

1. What is meant by Utilitarianism?
2. What were the effects of new land settlements on Indian Peasantry?
3. How did the Drain of wealth effect the Indian Economy?

**Section-B**

**Answer any TWO of the following :****2×10= 20**

4. Write a note on the Third Anglo- Mysore war.
5. State the arguments of Macaulay in favour of introduction of English education in India.
6. Examine the results of the Revolt of 1857.

**Section-C**

**Answer any TWO of the following : {Map Compulsory}****2×15= 30**

7. Explain the features of Indian Polity and Society in the 18th century.
8. State the social discriminatory policies of Colonialist from 1761 to 1857 C.E.
9. On the outline map provided:
  - (a) Mark the extent of the areas affected by the Revolt of 1857 and write an explanatory note on it.
  - (b) Locate the following places:
    1. Jhansi                      2. Delhi                      3. Meerut                      4. Barrackpore                      5. Lucknow.

\*\*\*\*\*

21HISC603

Reg No : .....

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME  
B.A SIXTH SEMESTER DEGREE EXAMINATION MAY 2025**

**HISTORY**

**Process of Urbanization In India**

**Duration:2 Hours**

**Max Marks:60**

**Section-A**

**Answer any TWO of the following :**

**2×5= 10**

1. What is the significance of the city of Mohenjodaro as an urban trading centre?
2. What are temple towns?
3. Mention the factors that contributed significantly to urbanization during Sangam Age.

**Section-B**

**Answer any TWO of the following :**

**2×10= 20**

4. Explain the growth of urbanisation during the Mughul period.
5. Write a note on the city of Taxila as a centre of learning.
6. Explain the historical significance of the city of Hastinapur.

**Section-C**

**Answer any TWO of the following :**

**2×15= 30**

7. Summarise the features of urbanisation in ancient India.
8. Summarise the features of the Second Phase of Urbanisation in India.
- 9 Describe the features of Town planning of the Indus valley civilization.

\*\*\*\*\*

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.A SIXTH SEMESTER DEGREE EXAMINATION MAY 2025**  
**HISTORY**

**Process of Urbanization In India**

**Duration: 2 Hours****Max Marks: 60**

**Section-A**

**Answer any TWO of the following :****2×5= 10**

1. What is the significance of the city of Mohenjodaro as an urban trading centre?
2. What are temple towns?
3. Mention the factors that contributed significantly to urbanization during Sangam Age.

**Section-B**

**Answer any TWO of the following :****2×10= 20**

4. Explain the growth of urbanisation during the Mughul period.
5. Write a note on the city of Taxila as a centre of learning.
6. Explain the historical significance of the city of Hastinapur.

**Section-C**

**Answer any TWO of the following :****2×15= 30**

7. Summarise the features of urbanisation in ancient India
8. Summarise the features of the Second Phase of Urbanisation in India.
9. Describe the features of Town planning of the Indus valley civilization.

\*\*\*\*\*

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.A./B.Sc. SIXTH SEMESTER DEGREE EXAMINATION MAY 2025**

**ECONOMICS**

**International Economics**

**Duration: 2 Hours****Max Marks: 60**

**Section - A**

**I. Answer any TWO of the following :****2×5= 10**

1. Write a note on economic integration.
2. Write a note on protection policy.
3. Write a note on types of foreign exchange rate.
4. Write a short note on World bank.

**Section - B**

**II. Answer any TWO of the following :****2×10=20**

5. Distinguish between internal trade and international trade.
6. Explain the types and determinants of terms of trade.
7. Briefly explain the HO theory of international trade.
8. Explain the arguments for and against flexible exchange rate.

**Section - C**

**III. Answer any TWO of the following :****2×15= 30**

9. Explain the comparative cost advantage theory.
10. Define free trade policy. Explain merits and demerits of free trade.
11. Explain the purchasing power parity theory.
12. Explain the formation, organisation structure, objectives and functions of WTO.

\*\*\*\*\*

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.A./B.Sc. SIXTH SEMESTER DEGREE EXAMINATION MAY 2025**

**ECONOMICS**

**Indian Public Finance**

**Duration: 2 Hours**

**Max Marks: 60**

**Section - A**

**I. Answer any TWO of the following :**

**2×5= 10**

1. Write a short note on classification of GST.
2. Write a short note on Revenue account expenditure.
3. Write a note on the external sources of Public debt.
4. Write a short note on tools of fiscal policy.

**Section - B**

**II. Answer any TWO of the following :**

**2×10=20**

5. Briefly explain the Sources of Revenue .
6. Briefly explain the structure union budget.
7. Briefly explain the causes of Public debt.
8. Briefly explain the Indian Federal Finance and its principles.

**Section - C**

**III. Answer any TWO of the following :**

**2×15= 30**

9. Explain GST with its trends and patterns.
10. Explain the impact of Public expenditure on Indian economy.
11. Explain the repayment of public debt in India.
12. Explain the meaning, tools and objectives of Fiscal policy.

\*\*\*\*\*

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.A./B.Sc. SIXTH SEMESTER DEGREE EXAMINATION MAY 2025**

**ECONOMICS**

**Environmental Economics**

**Duration: 2 Hours**

**Max Marks: 60**

**Section - A**

**I. Answer any TWO of the following :**

**2×5= 10**

1. Briefly explain Hydrological cycle.
2. Briefly explain need to manage natural resource.
3. Briefly explain the challenges faced in waste management.
4. Briefly explain the functions of Central Pollution Control Board.

**Section - B**

**II. Answer any TWO of the following :**

**2×10=20**

5. Explain meaning and scope of environmental economics.
6. Explain the problem of over use of resources.
7. Explain the solutions for climate change.
8. Explain the environmental regulatory system in India.

**Section - C**

**III. Answer any TWO of the following :**

**2×15= 30**

9. Explain the relationship between poverty, population growth and environment.
10. Explain the meaning and types of alternative sources of energy.
11. What is pollution? Explain the types of pollution.
12. Explain the provision and effects of Chipko movement.

\*\*\*\*\*

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.A./B.Sc. SIXTH SEMESTER DEGREE EXAMINATION MAY 2025**

**ECONOMICS**  
**Environmental Economics**

**Duration: 2 Hours****Max Marks: 60**

**Section - A**

**I. Answer any TWO of the following :****2×5= 10**

1. Briefly explain Hydrological cycle.
2. Briefly explain need to manage natural resource.
3. Briefly explain the challenges faced in waste management.
4. Briefly explain the functions of Central Pollution Control Board.

**Section - B**

**II. Answer any TWO of the following :****2×10=20**

5. Explain meaning and scope of environmental economics.
6. Explain the problem of over use of resources.
7. Explain the solutions for climate change
8. Explain the environmental regulatory system in India.

**Section - C**

**III. Answer any TWO of the following :****2×15= 30**

9. Explain the relationship between poverty, population growth and environment.
10. Explain the meaning and types of alternative sources of energy.
11. What is pollution? Explain the types of pollution.
12. Explain the provision and effects of Chipko movement.

\*\*\*\*\*



**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.A SIXTH SEMESTER DEGREE EXAMINATION MAY 2023**  
**POLITICAL SCIENCE**

### International Relations Theoretical Aspects

**Duration:2 Hours**

**Max Marks:60**

**SECTION - A**

**Answer any THREE of the following :**

$$3 \times 5 = 15$$

1. Write a note on International Relation.
2. Write a note on Game theory.
3. What are the key aspects of Bargaining Theory?
4. Self Reliance Theory is contributed significantly to India's economic growth and development, elaborate.
5. Explain some illustrations to Power Cycle theory.

## SECTION - B

**Answer any THREE of the following :**

 $3 \times 15 = 45$ 

6. **Narrate the Functions and Importance of International Relations.**
7. **Elaborate the Decision Making Theory.**
8. **Elucidate The process of the Communication Theory in International Relations**
9. **Elaborate the Dependency Theory with its examples.**
10. **Critically elavuate about Feminist Theory In International Relations.**
11. **Elucidate the theory of Clash of Civilization .**

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.A SIXTH SEMESTER DEGREE EXAMINATION MAY 2025**  
**POLITICAL SCIENCE**  
**Political Economy of India**

Duration: 2 Hours

Max Marks: 60

---

**SECTION - A**

Answer any THREE of the following :

3×5= 15

1. What is LPG? Mention its importance in economy.
2. Write a note on Grants and Aids.
3. Write a short essay on Make in India.
4. What are major food policies of India?
5. Write a note on Niti Ayog.

**SECTION - B**

Answer any THREE of the following :

3×15= 45

6. Elaborate on New Economic Policy of 1991 with its features and impacts .
  7. Elucidate the concept of LPG Model.
  8. Discuss how social & labour codes can have a transformative impact on labour empowerment in India.
  9. Elucidate the Approaches of Indian Political Economy.
  10. What are the challenges for indian Political Economy? Explain
  11. Elucidate about Racial ,Migration and Ethnic issues of India.
- \*\*\*\*\*

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.A SIXTH SEMESTER DEGREE EXAMINATION MAY 2025**

**POLITICAL SCIENCE**

**Modern Indian political thinkers**

**Duration: 2 Hours**

**Max Marks: 60**

**SECTION - A**

**Answer any THREE of the following :**

**3×5= 15**

1. How did Aurobindo Ghose contribute to the development of the concept of Indian nationalism and its relation to spirituality?
2. What was the significance of Tilak's involvement in the festivals of Ganesh Chaturthi and Shivaji Jayanti for mobilizing public support?
3. Write an essay on the contributions of Mohammad Iqbal.
4. Explain the life and works of Sir Syed Ahmed Khan.
5. What is national integration according to Sardar Vallabhai Patel?

**SECTION - B**

**Answer any THREE of the following :**

**3×15= 45**

6. How did Phule's upbringing and experiences influence his views on social justice and equality?
7. Describe the life and works of Raja Ram Mohan Roy.
8. What are the views of Nehru on Nationalism?
9. What was Dr. Ambedkar's vision for the socio-economic development of India?
10. Evaluate Lohia's ideas on Socialism.
11. Evaluate the Bhodan Movement of Vinobha Bhave.

\*\*\*\*\*

**CHOICE BASED CREDIT SYSTEM****B.A./ B.Sc. SIXTH SEMESTER DEGREE EXAMINATION MAY 2025****PSYCHOLOGY****Paper VII - Industrial and Organisational Psychology****Duration:3 Hours****Max Marks:80****I. Answer any SIX of the following :****(6×2= 12 Marks)**

1. Mention the models of Organizational Behaviour.
2. List the key elements of Organizational Behaviour.
3. What is a Job Analysis Schedule?
4. What is Group Interview Method?
5. Mention the Different types of Career Anchor.
6. Who developed the concept of Flow?
7. Differentiate between Industrial and Organizational psychology.

**II. Answer any FOUR of the following :****(4×5= 20 Marks)**

8. Explain the Nature of Organizational Behaviour.
9. Narrate the uses of Job Analysis.
10. Discuss any three Personality Types of Holland.
11. Explain any five ways through which you can Increase Productivity.
12. Why is it necessary to Analyze the requirements of a particular job?

**III. Answer any FOUR of the following :****(4×12= 48 Marks)**

13. Explain the Human Resource Approach and the Productivity Approach.
14. What are the steps followed in the Selection Process? Explain any 3 of them.
15. Describe Career Counselling
16. What are the components of burnout? Mention the 5 stages of burnout.
17. Describe in detail the Ingredients of Career Planning.

\*\*\*\*\*

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.A./B.Sc. SIXTH SEMESTER DEGREE EXAMINATION MAY 2025**  
**PSYCHOLOGY**  
**Human Resource Management**

**Duration: 2 Hours****Max Marks: 60****Answer any THREE of the following :****(3×2= 06)**

1. Explain Procurement in relation to Operative Function.
2. Mention the steps in the selection process.
3. What is 360-degree feedback?
4. List the Principles of TQM.
5. What is IHRM?

**Answer any FOUR of the following in not more than a page each :****(4×6= 24)**

6. Differentiate between HRM and HRD
7. Explain the characteristics of selection.
8. Explain the limitations of interview.
9. Write a note on Six Sigma.
10. Write a note on the significance and limitations of performance appraisal.
11. Explain the contributions of HRM to the success of high performance organization.

**Answer any THREE of the following in not more than two page each :****(3×10= 30)**

12. Define HRM. Discuss its Nature and Scope in detail.
13. Explain classroom method, vestibule training and Computer Assisted Instruction as methods of training.
14. What is a Psychological test? Explain the precautions to consider before using a test in Selection.
15. Write a note on any 5 of the following performance appraisal method - essay, confidential report, grading, ranking, forced-choice and checklist method.
16. Explain HR Audit with Balanced score card as tools of quality improvement.

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.A./B.Sc. SIXTH SEMESTER DEGREE EXAMINATION MAY 2025**

**PSYCHOLOGY**

**Abnormal Psychology**

**Duration: 2 Hours****Max Marks: 60****Answer any THREE of the following :****(3×2= 06)**

1. What does MHCA 2017 state?
2. Mention the different types of Specific Phobias?
3. List the symptoms of Dissociative Disorders.
4. Mention the symptoms of Generalized Anxiety Disorder.
5. What is meant by Personality Disorder?

**Answer any FOUR of the following in not more than a page each :****(4×6= 24)**

6. Explain criteria for Social Conformity.
7. Explain briefly the Psychodynamic perspectives.
8. Write a Short note on Functional Neurological Symptom Disorder.
9. Write the meaning of Delusion and mention the different types.
10. What are the signs and symptoms of Schizophrenia?
11. Write the diagnostic criteria of Obsessive-Compulsive Personality Disorder.

**Answer any THREE of the following in not more than two page each :****(3×10= 30)**

12. Explain Diagnostic criteria and the sections involved in DSM V.
13. Explain the causes, risk factors and complications of Dissociative Identity Disorders.
14. Explain the causes of Bipolar I Disorder.
15. What is meant by Paraphilic Disorders? Explain the different types of Paraphilic Disorders.
16. Describe Cluster A and Cluster B personality disorders.

**CHOICE BASED CREDIT SYSTEM****BA/B.Sc. SIXTH SEMESTER DEGREE EXAMINATION MAY 2025****PSYCHOLOGY****Paper VIII - Counselling Psychology****Duration: 3 Hours****Max Marks: 80****I. Answer any SIX of the following : (6×2= 12 Marks)**

1. What is meant by Counselling?
2. Mention the procedures involved in Clinical Psychology.
3. How should be the relationship between the Counsellor and the Counsee?
4. What is the role of the counsellor in Eclectic Counselling?
5. What is an Autobiography?
6. What are Psychotherapy groups?
7. What is Group Counselling? Mention the Stages in Group Counselling

**II. Answer any FOUR of the following : (4×5= 20 Marks)**

8. Explain the difference between Counselling and Psychotherapy.
9. Write a short note on Counsellor and Counsee.
10. Write a short note on Rating scales.
11. What are the advantages and disadvantages of Interest Inventories?
12. Briefly explain the process of group counselling.

**III. Answer any FOUR of the following : (4×12= 48 Marks)**

13. Compare and contrast the History and the Current status of Counselling.
14. Describe Non-Directive Counselling.
15. Discuss the Ethical issues in Counselling.
16. Explain the personal characteristics of a effective Group Leader.
17. Explain Family Counselling.

\*\*\*\*\*

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.A SIXTH SEMESTER DEGREE EXAMINATION MAY 2025**

**SECRETARIAL PRACTICE**  
**Personal Investment and Tax Planning**

**Duration: 2 Hours****Max Marks: 60****SECTION - A****Answer any FIVE of the following:****5×2= 10**

1. Mention the two features of Capital Gain.
2. What is Investment?
3. State the benefits of Primary Market.
4. State any two differences between Savings account and Current account.
5. What are Growth Funds?
6. Who is an Assessee?

**SECTION- B****Answer any FOUR of the following :****4×5= 20**

7. Elaborate on any five features of NSE.
8. Elaborate on any two guides to financial Goals.
9. What is National Pension Scheme? Explain the various features of National Pension Scheme.
10. Narrate any two types of Post Office Savings Schemes.
11. Explain the conditions of House Rent Allowance.

**SECTION - C****Answer any TWO of the following :****2×15= 30**

12. Describe the various needs for having an DEMAT Account.
13. Elaborate on Personal Financial Planning.
14. Explain the various deductions under Sec 80C, 80CCC, 80D, 80E, 80G.



**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME  
B.A SIXTH SEMESTER DEGREE EXAMINATION MAY 2025**

**SECRETARIAL PRACTICE**

**Innovative Banking**

**Duration: 2 Hours**

**Max Marks: 60**

---

**SECTION - A**

**Answer any FIVE of the following:**

**5×2= 10**

1. What is meant by Bank? Write any one of its feature.
2. Write any two utility functions of a bank.
3. List out any two features of a Demand Draft.
4. State any two demerits of Bank Overdraft.
5. Write a short note on 'Balance Transfer' business loan.
6. Mention any two advantages of ATM.

**SECTION - B**

**Answer any FOUR of the following :**

**4×5= 20**

7. Explain the features of Scheduled and Non-Scheduled banks.
8. What is Central Bank? Explain any two of its functions.
9. What is Current Account? Explain its benefits.
10. Explain the features of Education Loan.
11. What are the merits and demerits of Google Pay? Explain.

**SECTION - C**

**Answer any TWO of the following :**

**2×15= 30**

12. What is Fixed Deposit Account? Explain its features and advantages.
13. Explain the procedure to avail housing loan and its types.
14. Describe the types of services and tips for safe mobile banking.

\*\*\*\*\*

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.A./B.Sc. SIXTH SEMESTER DEGREE EXAMINATION MAY 2025**

**COMPUTER ANIMATION**  
**3D Rigging and Animation**

Duration: 2 Hours

Max Marks: 60

**PART A**

Answer any FIVE questions:

(5×2= 10)

- 1) What is 3D rigging in animation?
- 2) What are constraints in 3D rigging, and why are they used?
- 3) How do joints play a role in facial rigging?
- 4) What is a keyframe in 3D animation, and what role does it play?
- 5) Why is the "overacting" or exaggeration sometimes necessary in animation?
- 6) What are some common types of camera shots used in animation?

**PART B**

Answer any FIVE questions :

(5×6= 30)

- 7) Explain the concept of skinning in 3D animation. How is it different from rigging?
- 8) What is the process of setting up a facial rig with blend shapes for more detailed facial expressions?
- 9) What is squash and stretch? How is it applied in a bouncing ball animation?
- 10) Why are animation principles important in 3D animation?
- 11) Compare and contrast the ways emotions are conveyed in 2D animation versus 3D animation. How do the techniques differ?
- 12) Describe the importance of eye movement in facial animation.

**PART C**

Answer any TWO questions :

(2×10= 20)

- 13) Describe a practical example of using IK in animation.
- 14) What are the advantages of using NURBS curves in rigging? Explain.
- 15) Why is the refining and polishing stage important in animation? Discuss its impact on the final output.

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.A./B.Sc. SIXTH SEMESTER DEGREE EXAMINATION MAY 2025**

**COMPUTER ANIMATION**

**Surfacing and lighting**

**Duration: 2 Hours**

**Max Marks: 60**

**PART A**

**Answer any FIVE questions:**

**(5×2= 10)**

- 1) Write a short note on Diffuse Mapping
- 2) What is Auto Key in animation?
- 3) Explain Specular Rolloff.
- 4) What is Maya Hardware render?
- 5) Explain Caustics.
- 6) Explain Displacement maps.

**PART B**

**Answer any FIVE questions :**

**(5×6= 30)**

- 7) Explain Subdivisions in modelling.
- 8) Mention the steps to adjust the lights in Maya.
- 9) Explain key points about Ambient lighting.
- 10) How to establish a base lighting setup.
- 11) Write a short note on Point Light.
- 12) What does light intensity refer to in Maya?

**PART C**

**Answer any TWO questions :**

**(2×10= 20)**

- 13) Explain in detail about Hypershade and how to use the Hypershade editor to create and manage materials and textures.
- 14) Explain the importance of Normal Mapping.
- 15) Explain key points about Light Falloff in Maya lighting.

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.A SIXTH SEMESTER DEGREE EXAMINATION MAY 2025**  
**JOURNALISM AND MASS COMMUNICATION**

**Introduction to Digital Media**

**Duration:2 Hours****Max Marks:60**

**Section- A**

**Answer any FOUR of the following:****4×5= 20**

1. Discuss the impact of social media on the evolution of digital media.
2. Discuss the impact of digital media on privacy, security, and ethical concerns.
3. Write a short note on wikipedia.
4. Write a short note on the role of social media in spreading misinformation.
5. How do LinkedIn and X differ in terms of purpose and functionality?

**Section- B**

**Answer any TWO of the following:****2×10= 20**

6. How can digital media lead to misinformation and fake news?
7. Compare and contrast news portals and e-papers based on content presentation, accessibility and audience engagement.
8. Discuss the advantages and limitations of using AI in journalism.

**Section- C**

**Answer any ONE of the following:****1×20= 20**

9. What are some security risks associated with social media platforms?
  10. Explain the importance of audience analysis in planning digital media content.
- \*\*\*\*\*

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.A SIXTH SEMESTER DEGREE EXAMINATION MAY 2025**  
**JOURNALISM AND MASS COMMUNICATION**  
**Advertising and Corporate Communication**

Duration: 2 Hours

Max Marks: 60

**Section- A**

Answer any FOUR of the following:

4×5= 20

1. What role does government regulation play in the evaluation of advertising in India?
2. Who is the target of advertising?
3. How do corporate advertisements differ from product advertisements in terms of message and target audience?
4. How can a company use social media during a crisis to manage public perception?
5. What content is typically included in a corporate newsletter?

**Section- B**

Answer any TWO of the following:

2×10= 20

6. Discuss the role of advertising in conveying the company's message effectively.
7. Discuss the essential elements of an advertising copy. How do the headline, body copy and call-to-action work together to create an effective advertisement?
8. Discuss the steps involved in crisis communication. How should a corporate communication team respond when a crisis arises to protect the organization's image?

**Section- C**

Answer any ONE of the following:

1×20= 20

9. How does advertising contribute to the success of new product launches? Discuss the role of advertising in creating awareness.
10. What are electronic ads? Explain how they help companies promote their products.

\*\*\*\*\*