

BACHELOR OF ARTS (COMMERCIAL PHOTOGRAPHY)
B.A. (COMMERCIAL PHOTOGRAPHY) Sem-VI : WINTER :- 2021
SUBJECT: BUSINESS PRACTICES

Day : Tuesday
Date 15-02-2022

W-20865-2021

Time : 02:00 PM-04:30 PM
Max. Marks: 60

N.B.

- 1) Solve **ANY FOUR** questions.
 - 2) All questions carry **EQUAL MARKS**.
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- Q.1** a) What is marketing? Differentiate between sales and marketing. (08)
b) Explain 4Ps of marketing. How photography as service can be promoted with the help of 4Ps? (07)
- Q.2** a) Explain with examples business plan for your business. (08)
b) Define branding. How you can create brand for photo business? (07)
- Q.3** a) Explain with examples characters of good websites? (08)
b) Describe importance of portfolio in photography business. Explain various contents of portfolio. (07)
- Q.4** a) Define market research. Explain importance of primary & secondary sources of research in market research. (08)
b) What is social media marketing? Explain its importance for promotion of photography business. (07)
- Q.5** Write short notes on **ANY FOUR** of the following: (15)
a) Importance of communication
b) Importance of books of accounts
c) Content marketing
d) Facebook, Instagram, Twitter
e) Income tax, Professional tax and Provisions of provident fund
