

Roll. No. ....

Question Booklet Number

O.M.R. Serial No.

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**BBA (Event Management) (SEM.-II) EXAMINATION, 2025-26**  
**Course Structure (With Effect from 2025-26) (AEDP)**  
**CORE COURSE-III**  
**( Advertising Management for Services )**

Paper Code

F 1 0 0 2 0 3 T

Question Booklet  
Series

C

Time : 1 : 30 Hours

Max. Marks : 75

**Instructions to the Examinee :**

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 100 questions. Examinee is required to answer only 75 questions in the OMR Answer-Sheet provided and not in the question booklet. All questions carry equal marks.
3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.
4. Four alternative answers are mentioned for each question as - A, B, C & D in the booklet. The candidate has to choose the correct / answer and mark the same in the OMR Answer-Sheet as per the direction :

*(Remaining instructions on last page)*

**परीक्षार्थियों के लिए निर्देश :**

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को केवल 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। सभी प्रश्नों के अंक समान हैं।
3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, उसे तुरन्त बदल लें।
4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर- A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छँटना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

*(शेष निर्देश अन्तिम पृष्ठ पर)*

1. The nature of advertising in event services is best described as:
  - (A) Paid, persuasive, and non-personal communication
  - (B) Informal and unstructured
  - (C) Only personal communication
  - (D) Limited to rural areas
2. The scope of advertising in event management includes:
  - (A) Only ticket selling
  - (B) Only branding
  - (C) Promotion, awareness, and audience engagement
  - (D) Only budgeting
3. The primary role of advertising in event promotion is to:
  - (A) Reduce employee workload
  - (B) Increase awareness and attract audience
  - (C) Eliminate competition
  - (D) Control production
4. Which of the following is a key difference between product advertising and event advertising?
  - (A) Event advertising is time-bound and short-term
  - (B) Product advertising is temporary
  - (C) Product advertising does not use media
  - (D) Event advertising is permanent
5. In event advertising, stakeholders include:
  - (A) Only customers
  - (B) Only government
  - (C) Only employees
  - (D) Clients, agencies, and media
6. Which stakeholder is responsible for creating advertising campaigns for events?
  - (A) Clients
  - (B) Advertising agencies
  - (C) Audience
  - (D) Vendors
7. Media in event advertising refers to:
  - (A) Employees
  - (B) Event organizers
  - (C) Communication channels used to promote events
  - (D) Financial institutions
8. Integrated Marketing Communication (IMC) refers to:
  - (A) Using only one promotional tool
  - (B) Coordinating multiple promotional tools for consistent messaging
  - (C) Ignoring advertising channels
  - (D) Focusing only on sales
9. Which of the following is a component of IMC in events?
  - (A) Advertising
  - (B) Public relations
  - (C) Sales promotion
  - (D) All of the above

10. Assertion (A): Branding is essential for differentiation of events in a competitive market.  
Reason (R): Branding helps in creating an emotional connection with the target audience.
- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true but (R) is false
- (D) (A) is false but (R) is true
11. Assertion (A): Logo is not an important element of event branding.  
Reason (R): Audiences tend to remember visual symbols more effectively than text.
- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true but (R) is false
- (D) (A) is false but (R) is true
12. Assertion (A): Positioning strategies help events stand out in the market.  
Reason (R): All events target the same type of audience.
- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true but (R) is false
- (D) (A) is false but (R) is true
13. Assertion (A): Brand identity includes both visual and emotional elements.  
Reason (R): Branding only focuses on logos and symbols.
- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true but (R) is false
- (D) (A) is false but (R) is true
14. Assertion (A): Case studies are useful in understanding successful event branding strategies.  
Reason (R): Case studies provide real-life applications and practical insights.
- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true but (R) is false
- (D) (A) is false but (R) is true
15. Which of the following is a key component of brand identity in event management?
- (A) Office location of the company
- (B) Logo and color scheme of the event
- (C) Salary structure of employees
- (D) Legal registration of the firm

16. Targeting in advertising campaigns means:
- (A) Ignoring specific groups of customers
  - (B) Focusing on a specific segment of the audience
  - (C) Increasing the price of the product or event
  - (D) Reducing the reach of the campaign
17. Assertion (A): Media planning is essential for the success of an advertising campaign.  
Reason (R): Media planning ensures proper reach and frequency of advertisements.
- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
  - (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
  - (C) (A) is true but (R) is false
  - (D) (A) is false but (R) is true
18. Assertion (A): Copywriting is not important in advertising.  
Reason (R): Visual elements alone can communicate the entire message effectively.
- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
  - (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
  - (C) (A) is true but (R) is false
  - (D) (A) is false but (R) is true
19. Assertion (A): Evaluation of advertising campaigns is done after their execution.  
Reason (R): Feedback helps in measuring the effectiveness of the campaign.
- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
  - (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
  - (C) (A) is true but (R) is false
  - (D) (A) is false but (R) is true
20. Assertion (A): Timing plays an important role in advertising campaigns.  
Reason (R): Incorrect timing can reduce the impact of advertisements.
- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
  - (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
  - (C) (A) is true but (R) is false
  - (D) (A) is false but (R) is true
21. Assertion (A): Pre-event feedback is not useful in advertising campaigns.  
Reason (R): Feedback helps in improving the campaign strategy before execution.
- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
  - (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
  - (C) (A) is true but (R) is false
  - (D) (A) is false but (R) is true

22. Advertising is primarily a form of:
- (A) Personal communication
  - (B) Paid communication
  - (C) Free publicity
  - (D) Direct selling
23. The main objective of advertising is to:
- (A) Reduce production cost
  - (B) Increase employee satisfaction
  - (C) Promote sales
  - (D) Control competition
24. Advertising is an element of:
- (A) Production mix
  - (B) Promotion mix
  - (C) Financial mix
  - (D) HR mix
25. Which of the following is a non-personal form of communication?
- (A) Advertising
  - (B) Personal selling
  - (C) Direct marketing
  - (D) Telemarketing
26. The scope of advertising includes:
- (A) Production planning
  - (B) Market communication
  - (C) Financial auditing
  - (D) Employee recruitment
27. Advertising helps in economic development by:
- (A) Increasing unemployment
  - (B) Reducing demand
  - (C) Creating awareness and demand
  - (D) Increasing taxes
28. Which of the following is NOT a feature of advertising?
- (A) Paid form
  - (B) Non-personal
  - (C) Personal interaction
  - (D) Identified sponsor
29. The 'identified sponsor' in advertising means:
- (A) Unknown source
  - (B) Hidden message
  - (C) Clearly known advertiser
  - (D) Government only
30. Advertising promotes:
- (A) Monopoly
  - (B) Competition
  - (C) Unemployment
  - (D) Inflation only
31. Which of the following is an example of social advertising?
- (A) Sale promotion ads
  - (B) Brand promotion ads
  - (C) Polio vaccination campaign
  - (D) Product discount ads
32. Advertising helps consumers by:
- (A) Increasing confusion
  - (B) Providing product information
  - (C) Increasing prices only
  - (D) Limiting choices

33. In IMC, synergy refers to:
- (A) Independent communication
  - (B) Combined effect of communication tools
  - (C) Reduction in promotion
  - (D) Single channel communication
34. Which of the following best explains 'encoding error'?
- (A) Wrong interpretation by receiver
  - (B) Noise in channel
  - (C) Incorrect conversion of ideas into message
  - (D) Lack of feedback
35. A company using inconsistent messages across platforms is likely to face:
- (A) Strong brand recall
  - (B) Customer confusion
  - (C) High loyalty
  - (D) Better positioning
36. Which of the following is the most interactive communication tool?
- (A) Advertising
  - (B) Sales promotion
  - (C) Public relations
  - (D) Personal selling
37. Brand positioning primarily aims at:
- (A) Reducing product quality
  - (B) Increasing production
  - (C) Creating a distinct image in consumer's mind
  - (D) Reducing communication
38. In the communication process, selective perception refers to:
- (A) Ignoring all messages
  - (B) Interpreting messages based on personal beliefs
  - (C) Sending multiple messages
  - (D) Blocking communication
39. Which factor most affects decoding of a message?
- (A) Receiver's background and perception
  - (B) Sender's intention
  - (C) Channel used
  - (D) Cost of communication
40. Which of the following is a long-term tool of communication mix?
- (A) Sales promotion
  - (B) Advertising
  - (C) Discounts
  - (D) Coupons
41. A strong brand equity results in:
- (A) Price sensitivity
  - (B) Increased competition
  - (C) Reduced demand
  - (D) Customer loyalty and premium pricing
42. Which of the following is an example of pull strategy?
- (A) Trade discounts
  - (B) Personal selling to retailers
  - (C) Heavy advertising to consumers
  - (D) Direct selling

43. Which medium is most commonly used for mass advertising?
- (A) Personal selling  
(B) Direct mail  
(C) Word of mouth  
(D) Television
44. Advertising contributes to standard of living by:
- (A) Reducing choices  
(B) Increasing poverty  
(C) Providing product awareness  
(D) Limiting production
45. Which of the following is a limitation of advertising?
- (A) Creates awareness  
(B) High cost  
(C) Mass reach  
(D) Brand building
46. Institutional advertising focuses on:
- (A) Selling products  
(B) Distribution  
(C) Price reduction  
(D) Building company image
47. Advertising leads to mass production because:
- (A) It increases demand  
(B) It reduces cost  
(C) It controls supply  
(D) It reduces quality
48. Ethical advertising means:
- (A) Misleading information  
(B) False claims  
(C) Honest and truthful communication  
(D) Hidden messages
49. Which organization regulates advertising ethics in India?
- (A) RBI  
(B) SEBI  
(C) ASCI  
(D) NABARD
50. Puffery in advertising refers to:
- (A) Exaggerated claims  
(B) Honest claims  
(C) Legal advertising  
(D) Social advertising
51. Surrogate advertising is:
- (A) Direct product promotion  
(B) Indirect promotion of banned products  
(C) Free advertising  
(D) Government advertising
52. An advertisement showing exaggerated results of a product is:
- (A) Ethical  
(B) Informative  
(C) Misleading  
(D) Institutional

53. Which communication tool is most effective for immediate sales boost?
- (A) Sales promotion
  - (B) Branding
  - (C) Advertising
  - (D) Public relations
54. Integrated Marketing Communication is most effective when:
- (A) Messages are different across channels
  - (B) Only one tool is used
  - (C) All tools convey a unified message
  - (D) Communication is avoided
55. Brand recall refers to:
- (A) Recognizing brand when shown
  - (B) Remembering brand without cues
  - (C) Forgetting brand
  - (D) Ignoring brand
56. Branding in event management primarily helps to:
- (A) Reduce costs
  - (B) Create a unique identity
  - (C) Eliminate competition
  - (D) Increase production
57. Which of the following is NOT an element of brand identity in event management?
- (A) Logo
  - (B) Tagline
  - (C) Budget
  - (D) Theme
58. A tagline in event branding is best described as:
- (A) A visual symbol representing the brand
  - (B) A short memorable phrase associated with the event
  - (C) A financial plan for advertising
  - (D) A tool used for budgeting
59. In event branding, positioning refers to:
- (A) Physical arrangement of the event venue
  - (B) Placement of advertisements in media
  - (C) Creating a distinct image of the event in the minds of the target audience
  - (D) Fixing the price of the event tickets
60. Which of the following events is known for having a strong brand identity?
- (A) Sunburn Festival
  - (B) Small local meetings
  - (C) Internal office discussions
  - (D) Classroom seminars

61. Assertion (A): Media planning is not important in event advertising.  
Reason (R): Proper media selection increases campaign effectiveness.
- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true but (R) is false
- (D) (A) is false but (R) is true
62. Assertion (A): Social media is widely used in modern event promotion.  
Reason (R): It helps in reaching a large audience quickly and interactively.
- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true but (R) is false
- (D) (A) is false but (R) is true
63. Assertion (A): Integrated Marketing Communication ensures consistency in promotional messages.  
Reason (R): All communication tools are coordinated and unified.
- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true but (R) is false
- (D) (A) is false but (R) is true
64. Assertion (A): Noise reduces the effectiveness of communication.  
Reason (R): Noise helps in better understanding of the message.
- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true but (R) is false
- (D) (A) is false but (R) is true
65. Assertion (A): Branding helps in product differentiation.  
Reason (R): Branding eliminates all forms of competition.
- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true but (R) is false
- (D) (A) is false but (R) is true
66. Assertion (A): Feedback is essential in the communication process.  
Reason (R): Feedback helps the sender know whether the message is understood.
- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true but (R) is false
- (D) (A) is false but (R) is true

67. Which of the following is the most appropriate way to measure advertising effectiveness for an event?
- (A) Number of employees involved
  - (B) Response and engagement of the target audience
  - (C) Size of the office
  - (D) Cost of production
68. A campaign that focuses on emotional appeal is part of which type of strategy?
- (A) Creative strategy
  - (B) Rational strategy
  - (C) Financial strategy
  - (D) Operational strategy
69. Which stage of an advertising campaign involves the actual implementation of plans?
- (A) Planning stage
  - (B) Budgeting stage
  - (C) Evaluation stage
  - (D) Execution stage
70. Which of the following activities is included in the execution stage of an advertising campaign?
- (A) Designing the message
  - (B) Releasing advertisements through selected media
  - (C) Evaluating campaign performance
  - (D) Collecting feedback
71. An event that uses Instagram influencers for promotion is an example of:
- (A) Traditional media advertising
  - (B) Print media advertising
  - (C) Digital promotion strategy
  - (D) Outdoor advertising
72. If an event fails due to poor targeting, the main issue lies in:
- (A) Incorrect audience selection
  - (B) Budget allocation
  - (C) Logo design
  - (D) Venue selection
73. A campaign that is reviewed after its completion to assess its success is known as:
- (A) Pre-evaluation
  - (B) Post-evaluation
  - (C) Mid-term evaluation
  - (D) Continuous evaluation
74. Which of the following factors ensures the long-term success of event advertising?
- (A) Random planning approach
  - (B) Ignoring audience feedback
  - (C) Strong brand identity along with continuous evaluation
  - (D) One-time promotional activity

75. Media planning in event advertising involves:
- (A) Hiring employees
  - (B) Selecting appropriate media channels
  - (C) Designing the event venue
  - (D) Managing finances
76. Which of the following is an example of traditional media?
- (A) Social media
  - (B) Influencer marketing
  - (C) Newspaper
  - (D) Email marketing
77. Which media type includes billboards and hoardings?
- (A) Digital media
  - (B) Broadcast media
  - (C) Print media
  - (D) Outdoor media
78. Budgeting in event advertising refers to:
- (A) Allocating funds for promotional activities
  - (B) Designing logos
  - (C) Selecting audience
  - (D) Choosing venue
79. Scheduling promotions means:
- (A) Planning timing and frequency of advertisements
  - (B) Cancelling advertisements
  - (C) Reducing cost
  - (D) Ignoring deadlines
80. Social media plays an important role in event promotion because it:
- (A) Reduces communication
  - (B) Limits audience reach
  - (C) Provides wide and instant reach
  - (D) Increases cost only
81. Influencer marketing in events refers to:
- (A) Hiring employees
  - (B) Using popular personalities to promote events
  - (C) Reducing budget
  - (D) Avoiding social media
82. Public relations (PR) in event advertising focuses on:
- (A) Paid advertisements only
  - (B) Building a positive image and relationships
  - (C) Selling tickets directly
  - (D) Reducing communication
83. Assertion (A): IMC ensures consistency in communication across different channels.  
Reason (R): IMC integrates various promotional tools like advertising and PR.
- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
  - (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
  - (C) (A) is true but (R) is false
  - (D) (A) is false but (R) is true

84. A strong brand identity of an event generally leads to:
- (A) Customer confusion
  - (B) Reduced awareness among audience
  - (C) Customer loyalty and recognition
  - (D) Decline in ticket sales
85. Which strategy is primarily used to differentiate an event from its competitors?
- (A) Standardization strategy
  - (B) Positioning strategy
  - (C) Cost-cutting strategy
  - (D) Downsizing strategy
86. The first step in designing an effective advertising campaign for an event is:
- (A) Allocation of advertising budget
  - (B) Evaluation of campaign results
  - (C) Selection of media channels
  - (D) Identification of the target audience
87. Creative strategy in advertising mainly focuses on:
- (A) Budget allocation for advertisements
  - (B) Designing the message and appeal of the advertisement
  - (C) Deciding the timing of the campaign
  - (D) Reducing the cost of promotion
88. Copywriting in advertising refers to:
- (A) Designing visual graphics for advertisements
  - (B) Editing video content
  - (C) Writing persuasive text for advertisements
  - (D) Printing advertising materials
89. Visual elements in advertising are important because they:
- (A) Increase the cost of advertising
  - (B) Attract attention and enhance communication
  - (C) Reduce the effectiveness of the message
  - (D) Delay the execution of campaigns
90. In advertising, the term “media mix” refers to:
- (A) Selecting a combination of various advertising channels
  - (B) Mixing different products for promotion
  - (C) Combining budgets from different departments
  - (D) Mixing employees for campaign execution
91. Which of the following is an example of a digital advertising platform?
- (A) Newspaper
  - (B) Radio
  - (C) Social media platforms
  - (D) Billboards

92. Advertising increases competition which leads to:
- (A) Higher prices
  - (B) Better quality products
  - (C) Monopoly
  - (D) Less innovation
93. Which type of advertising focuses on public welfare?
- (A) Commercial
  - (B) Institutional
  - (C) Social
  - (D) Retail
94. Advertising helps manufacturers by:
- (A) Reducing demand
  - (B) Increasing sales volume
  - (C) Increasing cost only
  - (D) Reducing awareness
95. Which is an example of unethical advertising?
- (A) Clear labeling
  - (B) False claims
  - (C) Product information
  - (D) Consumer awareness
96. Advertising can influence society by:
- (A) Changing attitudes and behavior
  - (B) Reducing awareness
  - (C) Limiting choices
  - (D) Decreasing demand
97. Which of the following best explains the importance of advertising in business?
- (A) It increases cost only
  - (B) It connects producers and consumers
  - (C) It reduces production
  - (D) It limits innovation
98. Comparative advertising means:
- (A) Comparing prices internally
  - (B) Comparing markets
  - (C) Comparing employees
  - (D) Comparing with competitor products
99. Advertising ethics are important to:
- (A) Mislead customers
  - (B) Increase confusion
  - (C) Build consumer trust
  - (D) Avoid communication
100. Advertising in event management primarily refers to:
- (A) Personal selling of event tickets
  - (B) Paid communication used to promote events
  - (C) Free publicity through word of mouth
  - (D) Direct interaction with customers

**Rough Work / रफ कार्य**

**Example :**

**Question :**

Q.1 (A) ● (C) (D)

Q.2 (A) (B) ● (D)

Q.3 (A) ● (C) (D)

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer Sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the instructions given in it should be read carefully.
8. After the completion of the examination, candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager & cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

**Imp. On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question Booklet, then after showing it to the invigilator, get another question Booklet of the same series.**

**उदाहरण :**

**प्रश्न :**

प्रश्न 1 (A) ● (C) (D)

प्रश्न 2 (A) (B) ● (D)

प्रश्न 3 (A) ● (C) (D)

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा-कक्ष में लॉग-बुक, कैल्कुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

**महत्वपूर्ण:** प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।