

**BHARATIYA VIDYA BHAVAN'S V M PUBLIC SCHOOL, VADODARA**

**QUESTION BANK**

***Graphic Design*** (Code No.- 071)

**CHAPTER 11**

1. What do you understand by the term “integrated media” Why are they named so?
2. Explain how public relation and exhibitions help in marketing a brand.
3. What are the different aspects of planning for different events? Write briefly about any two.
4. What kind of the activities can come under corporate or social responsibilities? List at least five of them.

