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BBA-301(N)

Bachelor of Business Administration
(Third Semester)

EXAMINATION, MARCH - 2021
(New Course)
Paper First

ADVERTISING MANAGEMENT

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt questions from all Sections as directed.

Inst : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

(Section-A)

(Short Answer type Questions)

Note : All Questions are compulsory. Each question carries 3 marks.

END R.T.O.

Q.1 Explain in short :

- (a) What is advertising ?
- (b) Role of Advertising in society.
- (c) What is communication Mix ?
- (d) What is Branding ?
- (e) What is Advertising Budget ?
- (f) What is Advertising Copy ?
- (g) What is Media Mix ?
- (h) Explain emotional appeal in advertising.
- (i) What is Publicity ?
- (j) What is local advertising ?

[3]

Section-B

(Long Answer type Questions)

Note : Attempt any 2 questions. Each question carries 10 marks.

- Q2. "Advertising is a wasteful expenditure in a developing economy like India." Do you Agree ? Explain your stand citing examples.
- Q3. What is Integrated Marketing communication ? Discuss the process of Integrated marketing communication process.
- Q4. What is a brand ? Discuss various methods of brand positioning citing suitable Indian Examples.
- Q5. Why is it important to set advertising objectives ? Explain in detail the DAGMAR approach for setting objectives.

[4]

Section-C

(Long Answer type questions)

Note : Attempt any 2 questions. Each question carries
10 marks.

Q6. What are the various methods of setting advertising budget ? Discuss.

Q7. Discuss in detail 5M's of advertising.

Q8. What are the components of a good copy for print ?
Discuss with examples.

Q9. Write in short :

(a) Advertising research.

(b) International advertising.

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