

Roll No.

BBA-301(N)

B. B. A. (Third Semester) EXAMINATION, Dec., 2019

(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.

1. (A) Define advertising. Briefly describe the importance of advertising in the marketing mix.
- (B) Why is advertising called a 'tri-partite affair' ? Briefly discuss.
- (C) What is 'Integrated Marketing Communication' ? Explain.
- (D) Describe the various components of the communication mix.

[2]

BBA-301(N)

- (E) What is a 'Brand' ? Is it different from trade-mark ?
- (F) What is an 'umbrella' branding strategy ?
- (G) What is the difference between 'Reach' and 'Circulation' in print media ?
- (H) What is a 'Media Class' ?
- (I) What do you understand by the term TRP ?
- (J) What should be the characteristics of an effective copywriter ?

Section—B

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

- 2. Write a critical note about the negative impacts of advertising on society citing suitable examples.
- 3. What is brand repositioning ? In what situations marketers go for repositioning a brand ? Discuss with examples.
- 4. What is DAGMAR ? Describe the characteristics of the goals/objectives that should be defined.
- 5. Describe some methods of setting advertising budget.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

- 6. What is advertising research ? Describe some methods of pre-testing.

(C-32)

[3]

- 7. What are the characteristics of an effective copy for radio advertising ?
- 8. What is media mix ? Describe the various media mix related decisions that an advertiser has to make.
- 9. Describe any *two* of the following :
 - (a) Client brief
 - (b) Types of print headlines
 - (c) Media buying

BBA-301(N)

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(C-32)