

(21213)

Roll No.

(2)

B.B.A.-III Sem.

18049

B. B. A. Examination, Dec. 2013

Advertising Management

(BBA-301)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt all the Sections as per instructions.

Section-A

(Very Short Answer Questions)

Attempt all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. $3 \times 5 = 15$

1. Write short note on DAGMAR.

2. What are the types of internet advertising ?
3. What is advertising media ?
4. What is meant by pre-testing ?
5. Describe the role of the advertising creative.

Section-B

(Short Answer Questions)

Attempt any *two* questions out of the following three questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words. $7\frac{1}{2} \times 2 = 15$

6. What is difference between national advertising and retail advertising ?
7. What do you understand by advertising budget ?

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(3)

8. "Advertising Research plays an important role for a product." Comment.

(4)

12. What are the steps in advertising planning ?
13. Explain the determinants of advertising media.

Section-C

(Detailed Answer Questions)

Attempt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail. $15 \times 3 = 45$

9. What is the relationship between advertising and the overall IMC (Integrated Marketing Communication) process ?
10. "Money spent on advertising is an investment and not an expenditure." Comment on this statement.
11. What do you mean by post-testing ? Explain its methods.