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(20116)

Roll No.

(2)

B.B.A.-III Sem.

18049

B. B. A. Examination, Dec. 2015

Advertising Management

(BBA-301)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt questions from all 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. What do you mean by Communication Mix ?

2. Discuss the need for ethics in advertisement.

3. What do you mean by Media Planning ?

4. Explain any four requisites of advertisement copy.

5. Explain the psycholinguistic studies of advertising and brand names.

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 do you mean by Advertising ? Discuss the functions of advertising.

7. Define each component of the promotion mix.

8. Explain different approaches to determine the size of advertising budget.

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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. 15×3=45

9. What do you mean by Dagmar ? Explain the characteristics of advertising objectives given in Dagmar approach and also explain criticism of Dagmar.
10. What do you mean by pre-testing and post-testing methods of measuring advertising effectiveness ? Why does advertising manager evaluate the effectiveness of advertising ?
11. "Advertising informs people about the features, price and availability of the product. Hence it must be appreciated by all of us." Discuss.

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12. What is Advertising Strategy ? Discuss the alternative strategies for institutional attitudinal structures.
13. What is the perceptual process and how does it relate to promotion ?