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Roll No.....

B.B.A.-III Sem.

18049

B.B.A. Examination, Dec. 2016

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)

Note : Attempt all the **five** questions. Very short answer is required not exceeding 75 words. Each question carries **3** marks.

$3 \times 5 = 15$

P.T.O.

1. What is advertising?
2. Give any six functions of advertising management.
3. What is media scheduling?
4. What is guide usage?
5. What is Pay out Planning?

Section-B

(Short Answer Questions)

Note : Attempt any **two** questions out of the following **three** questions. Each question carries **7½** marks. Short answer is required not exceeding 200 words.

$7\frac{1}{2} \times 2 = 15$

6. Define advertising Budget.
7. What is Industrial advertising?
8. What do you mean by consumer jury?

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Section-C

(Detailed Answer Questions)

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

9. Discuss the functions of advertising and explain the role of advertising in economic development of India in brief.
10. Discuss the importance of advertising in effective marketing.
11. Define branding. Discuss the characteristics of a Good Brand.
12. Explain the meaning of Emotional appeals. What is the difference between national and local advertising?

13. What are the various elements of a print copy? What role do they play in increasing the effectiveness of a print copy?