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B.B.A.-III Sem.

Roll No.

18049

B. B. A. Examination, Dec. 2017

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)

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

1. Explain the main components of communication mix.

(2)

2. "Money spent on advertisement is wasteful." Do you agree?
3. Explain media-cost as a factor of media planning.
4. What are the qualities of a good advertisement copy?
5. Explain the interactivity effects research.

Section-B

(Short Answer Questions)

Answer 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. Define Advertising. What are the elements of an effective advertising?
7. Explain in detail the concept of IMC.
8. What are the common practices in use for determining the size of advertising budget?

(3)

Section-C

(Detailed Answer Questions)

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

9. Explain the different methods under which advertising budget decisions can be taken. Also explain incremental approach to advertising budget.
10. Explain the various pre-testing and post-testing methods used in print media. Give examples in support of your answer.
11. "Advertising sells the product." Do you agree with this statement? Give reasons. Explain the functions performed by advertising.
12. What do you mean by the term 'media planning'? What is its importance to advertiser? Also explain the problems of media planning.

(4)

13. Explain the communication process and factors that can interfere with interpretation of messages.