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(21218)

Roll No.

B. B. A. - III Sem.

18049

B. B. A. Examination, Dec. 2018

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 is publicity ?
2. What is marketing communication mix ?

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3. What is an advertising budget ?
4. What are primary and secondary media ?
5. What is continuous research ?

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 public relations ?
7. What is the importance of integrated marketing communication ?
8. What are the challenges to "DAGMAR" approach?

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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. $15 \times 3 = 45$

9. What is advertising expenditure ? What are its effects on consumer both in short-run and long-run.

10. What are the functional and emotional benefits that we deliver to our customers ?

11. Which method or approach of setting advertising goals is superior and why ?

12. Explain any two indoor media vehicles with merits and demerits.

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13. Describe some of the reasons for applying marketing research techniques to advertising.