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(20221)

Roll No. ....

BBA.-III Sem.

**18049**

**B.B.A. Examination, Dec.-2020**

**ADVERTISING MANAGEMENT**

**(BBA-301)**

*Time : Three Hours ]*

*[Maximum Marks : 75*

**Note :** Attempt questions from **all** the sections as per instructions.

**Section- A**

**(Very Short Answer Questions)**

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

1. What is advertising?
2. Write characteristics of brand.

**P.T.O.**

3. What is advertising budget?
4. What is media mix?
5. What is concept testing?

**Section - B**

**(Short Answer Questions)**

**Note:** 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. Explain sales promotion tools.
7. What is the role of advertising in Economic development?
8. Write note on Integrated Marketing Communication (IMC).

**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.

$15 \times 3 = 45$

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9. "Money spent on advertising is wasteful."  
Do you agree with this statement? Give reasons for your answer.
10. What are the various types of media available for advertising.
11. Discuss briefly how the effectiveness of advertising in Newspaper and Magazines can be measured?
12. What is Advertising Budgeting? What factors should be taken into consideration for preparing a budget.
13. Discuss the pros and cons for a marketer having one company handle all of its integrated marketing communication needs versus using specialized marketing communication firms to handle the various components of the program.