

A
(21119)

Roll No.

Total Questions : 13]

[Printed Pages : 3

18049

B.B.A. IIIrd Semester Examination, Nov., 2019

ADVERTISING MANAGEMENT

(BBA-301)

Time : 3 Hrs.]

[M.M. : 75

Note :- Attempt all Sections as per instructions.

Section-A

(Very Short Answer Type Questions) 3×5=15

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

1. What is Sales Promotion ?
2. What kind of personality will your brand have ?

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(1)

Turn Over

3. What are advertising goals ?
4. What factors govern selection of media ?
5. Define the Advertising Research.

Section-B

(Short Answer Type Questions) 7½×2=15

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

6. What are the limitations of Advertising ?
7. What is Competitors' Brand position ?
8. Explain the *two* objectives of pre-advertising campaign research.

Section-C

(Long Answer Type Questions) 15×3=45

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

9. Explain advertising as a social process. Is there any ethics in advertising ? If so, justify.

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10. Explain different factors and elements of marketing communication mix.
11. What are advertising expenses ? How are they classified ?
12. Discuss in detail outdoor media vehicles. Pinpoint in common merits and demerits.
13. What is Motivational research and how does it differ from other form of research ?