

18086
B.B.A. Examination, Dec.-2022

Advertising Management

(BBA-301)

(New Course)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt **all** the Sections as per instructions.

Section - A

(Very Short Answer type Questions)

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

$3 \times 5 = 15$

1. Discuss the importance of advertising in business.

P.T.O.

2. Differentiate between public relations and publicity.

3. What is sales promotion?

4. Define internet advertising.

5. What is media planning?

Section-B

(Short Answer type Questions)

Note : Attempt any **two** question out of the following 3 questions. Each question carries 7.5 marks. Short answer is required not exceeding 200 words.

$2 \times 7.5 = 15$

6. Who are the key players in advertising?

Elaborate.

7. Discuss the process of public relations in detail.

8. The media in 2022 has shown a great paradigm shift. Explain the growth and importance of Media in 2022.

Section-C

(Detailed Answer Type Questions)

Note : Attempt any **three** questions out of the following 5 questions. Each question carries 15 marks. Answer is required in detail. $3 \times 15 = 45$

9. Discuss the types of advertising in detail. What purpose do they serve? Explain.
10. What are the various advantages and disadvantages of publicity? Discuss in detail.
11. Define sales management. What are its various objectives. Also discuss its various strategies.

12. Enumerate the factors to be considered for print media advertising.
13. Discuss the steps in the development of media strategies. Also elaborate on how these strategies will be implemented.