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(21225) Roll No.
B.B.A.-III Sem.

18086
B.B.A. Examination, Dec.-2025
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. $5 \times 3 = 15$

1. What do you understand by Advertising media?
2. Give any three advantages of Television Advertising.
3. Discuss the need for Ethics in Advertisement.

4. What is Market Analysis?
5. What is Sales Promotion?

Section-B

(Short Answer Type Questions)

Note : Attempt any **two** questions.

$2 \times 7\frac{1}{2} = 15$

6. Explain the Advantages and disadvantages of Publicity.
7. What are the functions of Sales Executive?
8. Explain different approaches to determine the size of Advertising Budget.

Section-C

(Detailed Answer Type Questions)

Note : Attempt any **three** questions.

$3 \times 15 = 45$

9. What is the importance of Advertising in Business, explain in detail?
10. What is Public relations? Explain the difference between Public relations and advertising and how is Public relation useful in Increasing sales.

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11. What is sales management? How Sales management is helpful in taking any business to the top.
12. What do you understand by broadcasting? How is broadcasting helpful in Advertising and also explain the different Mediums of broadcasting.
13. Explain the significance of Media planning in Advertising and how is Media planning developed and implemented?