

13. What are the various elements of a print copy? What role do they play in increasing the effectiveness of a print copy?

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(Printed Pages 4)

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Roll No.....

B.B.A.-III Sem.

18049

B.B.A. Examination, Dec. 2016

Advertising Management

(BBA-301)

(New)

Time : Three Hours]

[Maximum Marks : 75

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

Section-A

(Very Short Answer Questions)

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

3×5=15

P.T.O.

54

1. What is advertising?
2. Give any six functions of advertising management.
3. What is media scheduling?
4. What is guide usage?
5. What is Pay out Planning?

Section-B

(Short Answer Questions)

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

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

6. Define advertising Budget.
7. What is Industrial advertising?
8. What do you mean by consumer jury?

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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.

$$15 \times 3 = 45$$

9. Discuss the functions of advertising and explain the role of advertising in economic development of India in brief.
10. Discuss the importance of advertising in effective marketing.
11. Define branding. Discuss the characteristics of a Good Brand.
12. Explain the meaning of Emotional appeals. What is the difference between national and local advertising?

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(4)

13. Explain the communication process and factors that can interfere with interpretation of messages.

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B.B.A.-III Sem.

Roll No.

18049

B. B. A. Examination, Dec. 2017

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)

Answer all the five questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. $3 \times 5 = 15$

1. Explain the main components of communication mix.

66

(2)

2. "Money spent on advertisement is wasteful." Do you agree ?
3. Explain media-cost as a factor of media planning.
4. What are the qualities of a good advertisement copy ?
5. Explain the interactivity effects research.

Section-B

(Short Answer Questions)

Answer 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. Define Advertising. What are the elements of an effective advertising ?
7. Explain in detail the concept of IMC.
8. What are the common practices in use for determining the size of advertising budget ?

18049

(3)

Section-C

(Detailed Answer Questions)

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

9. Explain the different methods under which advertising budget decisions can be taken. Also explain incremental approach to advertising budget.
10. Explain the various pre-testing and post-testing methods used in print media. Give examples in support of your answer.
11. "Advertising sells the product." Do you agree with this statement ? Give reasons. Explain the functions performed by advertising.
12. What do you mean by the term 'media planning' ? What is its importance to advertiser ? Also explain the problems of media planning.

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(4)

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

18049-4-

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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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(2)

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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Roll No.

Total Questions : 13]

[Printed Pages : 3

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

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.

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) $15 \times 3 = 45$

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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(2)

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 ?

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(3)

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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

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.

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1. What are advertising goals?
2. Define advertising budget.
3. Discuss the role of public relations.
4. What are the various functions of sales executive.
5. Write various media objectives you are aware of.

Section - B

(Short Answer Questions)

Note : Attempt any **one** question out of the following 3 questions. Each question carries **15** marks. Short answer is required not exceeding 200 words.

1×15=15

6. Discuss the process of public relations.
7. Define Press. Also discuss the various characteristics of press.

18086(CV-III)/2

8. Define sales promotion. Also discuss the various tools of sales promotion.

Section - C

(Detailed Answer Type Questions)

Note : Attempt any **two** questions out of the following 5 questions. Each question carries 22.5 marks. Answer is required in detail. 2×22.5=45

9. Elucidate the types of media which are used by marketers to advertise their brands.
10. Define print media. Also discuss the factors to be considered for print media advertising.
11. Discuss the various strategies of sales management. Also discuss their implementation.

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P.T.O.

