

BBA-301(N)

B.B.A.(third semester)

EXAMINATION ,DEC., 2017

(new course)

Paper first

ADVERTISING MANAGEMENT

Time : three hours]

[maximum marks :70

Note : attempt question from all section as directed.

Inst : the candidates are required to answer only in serial order. If there are many parts of a question answer them in continuation .

Section-A

(short answer type question)

Note : attempt all question each question carries 3 marks.

1. (A) define advertising management. Differentiate it from publicity.

(B) enumerate the various elements of promotion mix.

(C) what is brand re-positioning ?

(D) what is brand personality?

(E) discuss the importance of feedback in the marketing communication.

(F) what is the role of ASCI in regulating advertising in India?

(G) what do you understand by media class and media vehicle ?

(H) what is the CPM and TRP in the context of audience measurement ?

(I) what is a boutique agency ?

(J) what is a client brief ?

Section-B

(long answer type question)

Note : attempt any two questions. Each questions. Carries 10 marks.

2. “Advertising is a wasteful expenditure in a developing economy like India.” Do you agree ? explain your stand citing examples.
3. what is integrated marketing communication ? discuss the process of integrated marketing communication process.
4. what is a brand ? discuss various methods of brand –positioning citing suitable Indian examples.
5. why is it important to set advertising objectives ? what should be the considerations while determining advertising objectives ? discuss with examples.

Section-C

(long answer type question)

Note: attempt any two question. Each question carries 10 marks.

6. what are the various methods of setting advertising budget ? discuss.
7. what is the role of radio advertising in India ? what care should be taken while writing copy radio? Elaborate with examples.
8. what are the components of a good copy for print ? discuss with examples.
9. how can one measure the effectiveness of advertising ? explain some methods of measuring advertising effectiveness.