

Roll No.

Paper Code – F010501T-B

BBA 3rd Year (Semester-V) EXAMINATION, 2023-24

(NEP)

(B) - MARKETING COMMUNICATION

Time : One Hours]

[Maximum Marks : 37 $\frac{1}{2}$

Note- This paper consists of three Section A, B and C. Carefully read the instructions of each Section in solving the question paper. Candidates have to write their answers in the given answer-copy only. No separate answer-copy (B Copy) will be provided.

Section-A

(Short Answer Type Questions)

Note- This section contains seven questions from which **Two** questions is to be answered as short answer type question. Each question carries **6.25** marks.

1. (A) Define Advertising. Briefly describe various parties involved in Advertising ?
(B) What is DAGMAR ?
(C) What is TRP. How is it Measured ?
(D) What is Pre-testing ? Briefly describe.

- (E) Enumerate 3 Pros and Cons each of Radio Advertising ?
- (F) Enumerate various types of Headlines.
- (G) What is Reach and Frequency ? Briefly describe.

Section-B

(Long Answer Type Questions)

Note- This section contains two questions from which **one** question is to be answered as long question. Each question carries **12.5** marks.

- 2. Discuss any one method of determining advertising budget.

(Or)

- 3. What is integrated marketing communication ?
Discuss the development process of IMC.

Section-C

(Long Answer Type Questions)

Note- This section contains two questions from which **one** question is to be answered as long question. Each question carries **12.5** marks.

- 4. Discuss the importance of Social Media Advertising in India with suitable examples.

(Or)

- 5. What are the elements of good copy for print media? Explain with examples.

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