

Roll No.

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 questions from all Sections 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 Questions)

Note : Attempt all questions. 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 ?

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- (E) Discuss the importance of feedback in the marketing communications.
- (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 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 Questions)

Note : Attempt any *two* questions. Each question 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 Communications ? 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 Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

- 6. What are the various methods of setting advertising budget ? Discuss.

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- 7. What is the role of radio advertising in India ? What care should be taken while writing copy for 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.

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