

Roll No. ....

## **BBA-301(N)**

**B. B. A. (Third Semester)  
EXAMINATION, Dec., 2013**

**(New Course)**

**Paper First**

### **ADVERTISING MANAGEMENT**

*Time : Three Hours ]*

*[ Maximum Marks : 70*

**Note : Attempt all questions. Each question carries 14 marks.**

1. **What do you understand by advertising ? Discuss the various types and categories of advertising.**

*Or*

**Explain the objective and functions of advertising. Discuss the 5 M's of advertising.**

2. **What do you mean by communication process ? Explain the encoding and decoding of message.**

*Or*

**What do you mean by communication mix ? Explain the factors affecting communication mix.**

3. **What do you mean by promotional objectives ? Discuss DAGMAR approach in setting promotional objectives.**

**P. T. O.**

[ 2 ]

Or

What is meant by advertising budget ? Explain various methods of deciding advertising budget.

4. What do you mean by advertising copy ? Explain the different types of advertisement copy.

Or

What do you mean by media planning ? Explain the factors affecting media planning.

5. What do you understand by advertising research ? Explain the main methods of advertising research.

Or

Write short notes on any *four* of the following :

- (i) Media scheduling
- (ii) Media vehicle
- (iii) International Advertising
- (iv) Ethics and truths in Indian Advertising
- (v) Push and Pull strategy