

Roll No.

BBA-301(N)

**B. B. A. (Third Semester)
EXAMINATION, Dec., 2014**

(New Course)

Paper First

ADVERTISING MANAGEMENT

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt all Sections as directed.

Section—A

(Short Answer Type Questions)

1. Attempt all questions : 3 each
- (a) Discuss social functions of advertising.
 - (b) What do you mean by institutional advertising ?
 - (c) What is the effect of advertising on childrens ?
 - (d) What do you mean by truth in advertising ?
 - (e) What is the role of feedback in communication process ?
 - (f) Differentiate between advertising and publicity.
 - (g) What is percentage of sales method for determining ad-budget ?
 - (h) What do you mean by advertising slogans ?
 - (i) What do you mean by media scheduling ?
 - (j) How is international advertising different from local advertising ?

[2]

Section—B

(Long Answer Type Questions)

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

2. What is advertising ? Discuss various types of advertising and the role of advertising in the marketing process.
3. 'Advertisers must feel moral responsibility towards advertising.' Comment and discuss various various ethical aspects of advertising.
4. What do you mean by communication mix ? Explain the main components/elements of communication mix.
5. Discuss the DAGMAR approach in setting promotional objectives.

Section—C

(Long Answer Type Questions)

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

6. What is meant by advertising budget ? Explain various methods of framing advertising budget.
7. What do you mean by advertising copy ? Explain the various types of advertisement copy.
8. What do you mean by electronic media for advertising ? Explain its forms, merits and demerits.
9. What do you mean by advertising research ? Explain the main methods of advertising research.