

Roll No.

BBA-301(N)

**B. B. A. (Third Semester)
EXAMINATION, Dec., 2012**

(New Course)

Paper First

ADVERTISING MANAGEMENT

Time : Three Hours]

[Maximum Marks : 70

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

1. Write a note on the meaning and scope of advertising. Also explain its importance in business. 14

Or

Discuss the role of advertising in social and economic development.

2. Explain the meaning, importance and process of communication. How important is it in advertising ? 14

Or

What do you understand by Branding ? Throw light on its importance in advertising.

3. What do you understand by DAGMAR ? Explain in detail. 14

[2]

Or

Why is a Budget prepared ? Discuss the different methods of making a budget.

4. What is Media-Mix ? Throw light on the advantages and disadvantage of each of them. 14

Or

How is an advertising copy made ? Throw light on its components.

5. Explain the meaning and importance of Advertising research in detail. 14

Or

What is International Advertising ? How is it different from local advertising ? Explain.