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Roll No. ....

(2)

B.B.A.-III Sem.

**18049**

**B. B. A. Examination, Dec. 2013**

**Advertising Management**

**(BBA-301)**

**(New)**

*Time : Three Hours]*

*[Maximum Marks : 75*

*Note : Attempt all the Sections as per instructions.*

**Section-A**

**(Very Short Answer Questions)**

Attempt all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.  $3 \times 5 = 15$

1. Write short note on DAGMAR.

<https://www.ccsustudy.com>

2. What are the types of internet advertising ?
3. What is advertising media ?
4. What is meant by pre-testing ?
5. Describe the role of the advertising creative.

**Section-B**

**(Short Answer Questions)**

Attempt any *two* questions out of the following three questions. Each question carries  $7\frac{1}{2}$  marks. Short answer is required not exceeding 200 words.  $7\frac{1}{2} \times 2 = 15$

6. What is difference between national advertising and retail advertising ?
7. What do you understand by advertising budget ?

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8. "Advertising Research plays an important role for a product." Comment.

### Section-C

#### (Detailed Answer Questions)

Attempt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.  $15 \times 3 = 45$

9. What is the relationship between advertising and the overall IMC (Integrated Marketing Communication) process? <https://www.ccsustudy.com>
10. "Money spent on advertising is an investment and not an expenditure." Comment on this statement.
11. What do you mean by post-testing ? Explain its methods.

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12. What are the steps in advertising planning ?
13. Explain the determinants of advertising media.

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