

M (Printed Pages 4)

(20115) Roll No. ....

B.B.A.-III Sem.

18049

B.B.A. Examination, Dec. 2014

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)

**Note:** Attempt all the **five** questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.

3×5=15

P.T.O.

1. What do you mean by after sale service?
2. Explain the term Integrated Communication Mix.
3. What do you mean by International advertising?
4. Role of advertising research in marketing. Explain.
5. Give any three advantages of newspaper advertising.

### Section-B

#### (Short Answer Questions)

**Note:** Attempt any **two** questions out of the following three questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words. 7½×2=15

6. What are the forms of direct mail advertising?

18049\13000\2

7. What is Portfolio tests?
8. Discuss the contributions of DAGMAR approach.
12. What are the strategies to be adopted by an organization in media planning?
13. Write short notes on :
  - (a) International advertising
  - (b) Trade Mark
  - (c) Media Mix

### **Section-C**

#### **(Detailed Answer Questions)**

**Note:** 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 do you mean by advertising budget?  
Discuss the process of advertising budgets.
10. What do you understand by advertising? Discuss its features.
11. How will you determine the objectives of communication? Discuss in short.