B.B.A.-III Sem.

18049

B. B. A. Examination, Dec. 2015

Advertising Management

(BBA-301)

(New)

Time : Three Hours]   *[Maximum Marks : 75*

Note : Attempt questions from all 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.   3×5=15

1.   What do you mean by Communication Mix ?

2.   Discuss the need for ethics in advertisement.

3.   What do you mean by Media Planning ?

4.   Explain any four requisites of advertisement copy.

5.   Explain the psycholinguistic studies of advertising and brand names.

Section-B

(Short Answer Questions)

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 do you mean by Advertising ? Discuss the functions of advertising.

7.   Define each component of the promotion mix.

8.   Explain different approaches to determine the size of advertising budget.

18049

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.   15×3=45

9.   What do you mean by Dagmar ? Explain the characteristics of advertising objectives given in Dagmar approach and also explain criticism of Dagmar.

10.   What do you mean by pre-testing and post-testing methods of measuring advertising effectiveness ? Why does advertising manager evaluate the effectiveness of advertising ?

11.   "Advertising informs people about the features, price and availability of the product. Hence it must be appreciated by all of us." Discuss.

12.   What is Advertising Strategy ? Discuss the alternative strategies for institutional attitudinal structures.

13.   What is the perceptual process and how does it relate to promotion ?