

Roll No. :

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

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B.B.A. (Part-III) Examination, 2023

ADVERTISING MANAGEMENT

Paper - BBA-604

(Group-M)

Time : 3 Hours]

[Maximum Marks : 70

Section-A

(Marks : 2 × 10 = 20)

Note :- All *ten* questions are compulsory. Each question is to be attempted in around **50** words. Each question carries **2** marks.

Section-B

(Marks : 10 × 3 = 30)

Note :- Answer any *three* questions out of five. Each question is to be attempted in around **500** words. Each question carries **10** marks.

Section-C

(Marks : 20 × 1 = 20)

Note :- *One* question based on case study is compulsory and carries **20** marks.

Section-A

1. (i) Give any *six* functions of Advertising Management.
- (ii) "Money spent on advertising is wasteful." Do you agree ?
- (iii) What are the Primary and Secondary Media ?
- (iv) What is Continuous Research ?

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- (v) What factors govern selection of Media ?
- (vi) What is Media Mix ?
- (vii) What is Concept Testing ?
- (viii) What is Payout Planning ?
- (ix) Define Advertising Strategies.
- (x) Explain the main components of Communication Mix.

Section–B

- 2. What is Advertising ? Define scope and importance of advertising in Business.
- 3. Define Branding. Discuss the role and importance of Branding in Advertising.
- 4. What are the challenges in “DAGMAR” Approach ?
- 5. Define the strategies and importance of Media Planning.
- 6. Discuss international *Vs.* local advertising.

Section–C

- 7. “Advertising sells the Product.” Do you agree with this statement ? Discuss the pros and cons for a marketer having one company handle all of its integrated marketing communication needs versus using specialized marketing communication firms to Handle the various components of the programme.