

Roll No. : .....

Total No. of Questions : 7 ]

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# **BB-397**

**B.B.A. (Part-III) Examination, 2022**

**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 **50** words. Each question carries 2 marks.

**Section-B**

**(Marks : 10 × 3 = 30)**

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

**Section-C**

**(Marks : 20 × 1 = 20)**

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

**Section-A**

1. (i) Define Advertising Management.
- (ii) What do you mean by Ethics in Advertising ?
- (iii) Define Integrated Marketing Communication (IMC).

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- (iv) State any *two* promotional objectives of Advertising.
- (v) Explain the importance of Advertising Budget.
- (vi) Explain the importance of IMC in Advertising.
- (vii) What do you mean by Creativity in Advertising ?
- (viii) State the importance of media planning in Advertising.
- (ix) What is Advertising Testing ?
- (x) Differentiate between International v/s Local Advertising.

### **Section–B**

- 2. Explain the scope and the role of advertising in social and economic development of India.
- 3. Explain the process and components of Integrated Communication Mix (IMC).
- 4. Define Advertising Budget. Explain different approaches of allocation of advertising budget effectively.
- 5. Explain the components and types of advertising copy.
- 6. Define ‘Advertising Research’. Explain different strategies for market testing for Ads.

### **Section–C**

- 7. “Media is a powerful tool that can change the mind of many through advertising.” Explain the strategies and media mix of advertising in Indian context with suitable example.