BBA-301(N)

B. B. A. (Third Semester)

EXAMINATION, Déc., 2019

(New Course)

Paper First

ADVERTISING MANAGEMENT

Time : Three Hours]   **[Maximum Marks : 70**

Note : Attempt questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Short Answer Type Questions)

Note: All questions are compulsory. Each question carries 3 marks.

1. (A) Define advertising. Briefly describe the importance of advertising in the marketing mix.

(B) Why is advertising called a 'tri-partite affair' ? Briefly discuss.

(C) What is 'Integrated Marketing Communication'? Explain.

(D) Describe the various components of the communication mix.

(E) What is a 'Brand' ? Is it different from trade mark?

(F) What is an 'umbrella' branding strategy ?

(G) What is the difference between. 'Reach' and "Circulation in print media ?

(H). What is a 'Media Class'?

(I) What do you understand by the term TRP?

(J) What should be the characteristics of an effective copywriter ?

Section-B

(Long Answer Type Questions)

Note : Attempt any two questions. Each question carries 10 marks.

2. Write a critical note about the negative impacts of advertising on society citing suitable examples.

3. What is brand repositioning ? In what situations marketers go for repositioning a brand ? Discuss with examples.

4. What is DAGMAR ? Describe the characteristics of the goals/objectives that should be defined.

5. Describe some methods of setting advertising budget.

Section-C

(Long Answer Type Questions)

Note : Attempt any two questions. Each question carries 10 marks.

6. What is advertising research ? Describe some methods of pre-testing.

7. What are the characteristics of an effective copy for radio advertising ?

8. What is media mix ? Describe the various media mix related decisions that an advertiser has to make.

9. Describe any two of the following:

(a) Client brief

(b) Types of print headlines

(c) Media buying