A (21119) Roll No.

Total Questions: 13]

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B.B.A. IIIrd Semester Examination, Nov., 2019

ADVERTISING MANAGEMENT

(BEA-301)

Time: 3 Hrs.]

[M.M. : 75

Note: Attempt all Sections as per instructions.

Section-A

(Very Short Answer Type Questions) 3×5=15

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

- 1. What is Sales Promotion?
- 2. What kind of personality will your brand have ?

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(1)

Turn Over

- 3. What are advertising goals?
- 4. What factors govern selection of media?
- 5. Define the Advertising Research.

Section-B

(Short Answer Type Questions) $7\frac{1}{2} \times 2 = 15$

- Note: Attempt any two questions out of the following three questions. Each question carries 7½ marks.

 Short answer is required not exceeding 200 words.
- 6. What are the limitations of Advertising?
- 7. What is Competitors' Brand position?
- Explain the two objectives of pre-advertising campaign research.

Section-C

(Long Answer Type Questions) $15 \times 3 = 45$

- Note: Attempt any three questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.
- Explain advertising as a social process. Is there any ethics in advertising? If so, justify.

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- Explain different factors and elements of marketing communication mix.
- 11. What are advertising expenses? How are they classified?
- 12. Discuss in detail outdoor media vehicles. Pinpoint in common merits and demerits.
- 13. What is Motivational research and how does it differ from other form of research?