

A (Printed Pages 4)  
(20222) Roll No.  
B.B.A.-III Sem.

**18086 (CV-III)**

**B.B.A. Examination, Dec.-2021**

**Advertising Management**

**(BBA-301)**

**(New)**

*Time : 1½ Hours ]*

*[Maximum Marks : 75*

**Note :** Attempt **all** the sections as per instructions.

**Section - A**

**(Very Short Answer Questions)**

**Note :** Attempt any **two** questions. Each question carries 7.5 marks. Very short answer is required not exceeding 75 words.

$2 \times 7.5 = 15$

**P.T.O.**

1. What are advertising goals?
2. Define advertising budget.
3. Discuss the role of public relations.
4. What are the various functions of sales executive.
5. Write various media objectives you are aware of.

**Section - B**

**(Short Answer Questions)**

**Note :** Attempt any **one** question out of the following 3 questions. Each question carries **15** marks. Short answer is required not exceeding 200 words.

$1 \times 15 = 15$

6. Discuss the process of public relations.
7. Define Press. Also discuss the various characteristics of press.

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8. Define sales promotion. Also discuss the various tools of sales promotion.

**Section - C**

**(Detailed Answer Type Questions)**

**Note :** Attempt any **two** questions out of the following 5 questions. Each question carries 22.5 marks. Answer is required in detail.  $2 \times 22.5 = 45$

9. Elucidate the types of media which are used by marketers to advertise their brands.
10. Define print media. Also discuss the factors to be considered for print media advertising.
11. Discuss the various strategies of sales management. Also discuss their implementation.

12. Define publicity. Discuss the advantages of publicity. Also discuss its disadvantages.
13. What is media planning? Also discuss the role and relevancy of media planning in the success of an advertising.