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(21223)

Roll No.

B.B.A. - III Sem.

18086

B.B.A. Examination, Dec.-2023

Advertising Management

(BBA-301)

(New Course)

Time : Three Hours | [Maximum Marks : 75

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

Section-A

Note : Attempt **all** questions. $3 \times 5 = 15$

1. Write characteristics of brand?
2. Define the advertising Research?
3. What is concept testing?
4. What factors govern selection of media?
5. What is media planning?

Section-B

Note : Attempt any **two** questions.

$2 \times 7.5 = 15$

6. What is the role of advertising in economic development?
7. What do you mean by Public relation?
8. What do you mean by Consumer jury?

Section-C

Note : Attempt any **three** questions.

$3 \times 15 = 45$

9. Discuss briefly how the effectiveness of advertising in newspapers & magazines can be measured?
10. Define branding. Discuss the characteristics of good brands.
11. 'Money spent on advertising is wasteful' Do you agree with this statement. Give reasons for your answer.

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12. What are the various types of media available for advertising?
13. Define Sales management. What are its various objectives. Also discuss its various strategies.

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