



GN-381

101262

V Semester B.B.A. Examination, December - 2019
(F+R) (CBCS) (2016-17 and Onwards)

BUSINESS ADMINISTRATION

5.6 : Elective Paper-II : Advertising and Media Management

Time : 3 Hours

Max. Marks : 70

Instruction : All answers should be legibly written in **English** only.

SECTION - A

Answer **any five** sub-questions. Each sub-question carries **two** marks. **5x2=10**

1. (a) What is Public Service Advertising ?
- (b) Who is an advertising copywriter ?
- (c) Give the meaning of external analysis.
- (d) What do you understand by copy testing ?
- (e) Mention any two advertising scheduling strategies.
- (f) Expand AIDAS.
- (g) What is an Advertising Budget ?

SECTION - B

Answer **any three** questions. Each question carries **six** marks.

3x6=18

2. Explain the importance of advertising in marketing.
3. Write a note on porter's five forces model.
4. Discuss the types of Advertising copy.
5. Briefly explain the factors to be considered while selecting the Media mix.
6. Explain the types of Internet advertising.

P.T.O.

**SECTION - C**

Answer **any three** questions. Each question carries **fourteen** marks. **3x14=42**

7. Explain in detail the key factors influencing Media planning.
8. Explain the methods of determining Advertising appropriation.
9. Explain the pros and cons of online advertising.
10. "Media planning is an art" - Explain.
11. Is DAGMAR approach is an effective tool in planning the advertising effort ? Explain.

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