V Semester B.B.M. Examination, Nov./Dec. 2018
(Repeaters) (2014-15 and Onwards)
BUSINESS MANAGEMENT
Paper-5.7 : Elective Paper – II : Advertising and Media Management

Time : 3 Hours
Max. Marks : 100

Instruction : Answers should be written in English only.

SECTION – A

I. Answer any eight sub-questions. Each sub-question carries two marks. (8×2=16)

1. a) Define marketing mix.
   b) What is situation analysis?
   c) Mention objectives of advertising.
   d) Write methods of advertisement appropriation.
   e) What is media planning?
   f) Define market analysis.
   g) What is post testing of advertising?
   h) Mention the limitations of advertising.
   i) Write the meaning of advertisement appeal.
   j) What is SMS advertising?

SECTION – B

II. Answer any three questions. Each question carries eight marks. (3×8=24)

2. Briefly explain stages involved in advertisement campaign.
3. Explain D A G M A R approach.
4. Write about factors considered in media mix.
5. Describe types of advertising agencies.

P.T.O.
V Semester B.B.M. Examination November 2018
(SECTION-C)

SECTION - C

III. Answer Q. No. 6 to 10 and any three of the remaining. Each question carries fifteen marks.

6. Explain the factors to be considered while selecting an advertisement agency.

7. Explain methods of measuring advertising effectiveness.

8. Describe advantages and disadvantages of online advertising.

9. Explain the features of advertising.

10. Describe economic, social and ethical aspects of advertising.

SECTION - R

II. Answer any three questions from the following. Each question carries eight marks

1. Explain the stages involved in an advertisement campaign.

2. Explain the objectives of advertising.

3. What are the limitations of advertising?

4. Explain the meaning of advertisement appeal.

5. Discuss the ethics of advertising.
V Semester B.B.A. Degree Examination, November/December 2016  
(CBCS) (Fresh)  
(2016 – 17 & Onwards)  
BUSINESS ADMINISTRATION  
Elective Paper – II : 5.6 : Advertising & Media Management  

Time : 3 Hours  
Max. Marks : 70

Instruction: Answers should be written completely in English.

SECTION – A

1. Answer any five questions. Each question carries two marks each. \(5 \times 2 = 10\)
   
   a) Distinguish between advertising and sales promotion.
   
   b) Expand DAGMAR.
   
   c) What is an Advertising Copy?
   
   d) What is an Advertising Budget?
   
   e) What is Transit Advertising?
   
   f) Mention any two features of an advertising agency.
   
   g) What is meant by internet advertising?

SECTION – B

Answer any three questions. Each question carries six marks each. \(3 \times 6 = 18\)

2. What are the functions of advertising?

3. Write a short note on Advertising effectiveness.

4. Bring out the merits and demerits of newspaper advertising.

5. Briefly explain the advertising campaign – planning process.

6. What are the attributes of an effective ad-copy?
SECTION – C

Answer any three questions. Each question carries fourteen marks. (3 x 14 = 42)


8. Discuss the methods for determining advertising budget.

9. What is media planning? “Media planning is an art” — Explain.

10. Explain the structure and functions of an advertising agency.

11. Analyse the following:

   a) Direct advertising methods.

   b) Indoor advertising methods.
Instruction: Answers should be written *compulsorily* in English.

SECTION-A

Answer *any five* sub-questions. Each question carries *two* marks. \((5 \times 2 = 10)\)

1. a) What is an Advertising Budget?
   
   b) What is Media Research?
   
   c) What is internet advertising?
   
   d) What is direct mail?
   
   e) What is copy-writing?
   
   f) What is window display?
   
   g) What is Promotion mix?

SECTION-B

Answer *any three* questions. Each question carries *six* marks. \((3 \times 6 = 18)\)

2. What are the functions of advertising?

3. Explain the importance of media planning.

4. Write a brief note about target group advertising.

5. What is the process of communication?

6. Explain the structure of an ad-agency.
SECTION – C

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

7. Explain advertising as an element of marketing mix.
8. What are the merits and demerits of newspaper publicity?
9. Discuss the methods for determining advertising budget
10. What is media planning? Explain the steps in media planning.
11. Discuss the different types of Internet Advertising.