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. (5x2=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. (3x6=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. 


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.
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5.6 : Elective Paper – II : Advertising And Media Management

Time : 3 Hours Max. Marks : 70

Instruction: Answers should be written compulsorily in English.

SECTION – A

Answer any five sub-questions. Each question carries two marks. (5×2 = 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. (3×6 = 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.

P.T.O.
SECTION – C

Answer any three questions. Each question carries fourteen marks. (3×14= 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.