

Reg. No.....

Name.....

B. B. A. DEGREE END SEMESTER EXAMINATION OCTOBER 2017
SEMESTER – 3: BACHELOR OF BUSINESS ADMINISTRATION (CORE COURSE)
COURSE: 16U3CRBBA11, ADVERTISING MANAGEMENT
(For Regular - 2016 Admission)

Time: Three Hours

Max Marks: 75

PART - AAnswer **all** the questions from the following

1. Tagline
2. AMA
3. Direct Mail
4. Product Placement
5. Brand
6. Primary Demand Advertising

(1 x 6 = 6)

PART - BAnswer any **seven** questions from the following

7. Define the process Advertising
8. What is Green Advertising?
9. Explain the AIDA model of Advertising
10. What is Regional Advertising?
11. What do you understand by Personal Selling?
12. Briefly explain the concept 'Product Mix'
13. What is Advocacy Advertisements?
14. What do you understand by Space Selling?
15. Describe on USP.
16. Give a brief account on Advertorials

(2 x 7 = 14)

PART - CAnswer any **five** questions from the following and each question carries 5 Marks

17. Describe the functions of an Advertising Agency
18. Narrate on the different elements in the Body Copy of an Advertisement
19. Briefly discuss the relevance of Outdoor Media
20. Explain the different types of Advertising Agencies
21. Describe the role of Advertising in Marketing Mix

- 22. Discuss the relevance of Online Advertisement
- 23. Give a brief account on the tools of IMC
- 24. Explain the relation between Advertising and Brand Building (5 x 5 = 25)

PART - D

Answer any **Two** questions and each question carries 15 Marks

- 25. Explain the origin and development of Advertising in India
- 26. Narrate on the various methods of Media Advertising
- 27. Prepare a script for a Public Service Advertisement for Television
- 28. "Advertising is a pervasive method of Marketing in society" : Comment

(15 x 2 = 30)
