

Reg. No.....

Name.....

**B. B. A. DEGREE END SEMESTER EXAMINATION OCTOBER 2017**  
**SEMESTER – 3 : BACHELOR OF BUSINESS ADMINISTRATION (CORE COURSE)**  
**COURSE: 16U3CRBBA12, AD CREATIVE & CAMPAIGN PLANNING**  
*(For Regular - 2016 Admission)*

Time: Three Hours

Max. Marks: 75

**PART A**Answer **all** the questions from the following.

1. What do you mean by Creative Brief?
2. What is a Testimonial?
3. What are advertorials?
4. What is a communication plan?
5. What is a campaign objective?
6. What is ideation?

(1 x 6 = 6)

**PART B**Answer any **seven** Questions. Each Question carries 2 Marks

7. What are the elements of creative brief?
8. What are the components of a Campaign plan?
9. What are the steps involved in the message strategy of an advertisement?
10. Explain the difference between an 'Idea' and a 'Concept' in advertising Design?
11. What are the major considerations of Budget setting?
12. Explain the different types of Advertising appeals
13. What are the elements of an Advertising Campaign?
14. Explain the importance of Marketing Mix in advertising campaign
15. What is the role of Ideation in the creative brief preparation?
16. Explain the process of Brainstorming. Why it is a necessity in the formation of Creative Concept?

(2 x 7 = 14)

**PART C**Answer any **five** questions. Each question carries 5 Marks.

17. Explain with example the role of Creativity in the successful execution of an advertisement plan.
18. How a poor media plan can sabotage the entire campaign plan?
19. What is an advertising budget? What are the factors affecting the advertising budget?
20. How media support successful positioning of the brand?
21. Explain the media planning process of an advertising campaign
22. Discuss the importance of Viral Advertising.
23. Discuss the importance of rational and emotional approaches in the use of advertising appeals.
24. Discuss in detail the different media vehicles available for outdoor advertising?

(5 x 5 = 25)

**PART D**

Answer any **two** questions. Each question carries 15 Marks.

25. Explain the purpose and various elements in a creative brief.
26. Prepare a 3 month campaign plan for “Save Water Save Life” project with a budget of 50 Lakhs
27. Write in detail about the strengths and weaknesses of various media vehicles employed in an Advertising campaign
28. Write in detail about the different Campaign Evaluation Techniques

(15 x 2 = 30)

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