

**B. B. A. DEGREE END SEMESTER EXAMINATION OCTOBER 2018****SEMESTER – 3: BACHELOR OF BUSINESS ADMINISTRATION (CORE COURSE)****COURSE: 16U3CRBBA11, ADVERTISING MANAGEMENT***(For Regular - 2017 Admission and Supplementary / Improvement 2016 Admission)*

Time: Three Hours

Max. Marks: 75

**PART - A**Define or explain **all** the questions from the following.

1. Jingle

2. DAVP

3. Yellow Pages

4. Point of Purchase

5. Place Advertising

6. Slogan

(1 x 6 = 6)

**PART - B**Answer any **seven** questions from the following and each question carries 2 Marks

7. Define Primary Demand Advertising

8. What is Telemarketing?

9. Explain DAGMAR

10. What is Media Planning?

11. What do you understand by Space Selling?

12. Briefly explain the concept 'Price Mix'

13. What is Transit Advertisement?

14. What do you understand by Surrogate Advertising?

15. Describe on Copy Writing

16. Give a brief account on Brand Building

(2 x 7 = 14)

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

17. Describe the various types of Advertising Agency

18. Differentiate between Advertising and Publicity

19. Briefly discuss the relevance of Television Advertising

20. Briefly discuss the relevance of Outdoor media.

21. Describe the concept Marketing Mix

22. Discuss the different types of Online Advertisements.

23. Give a brief account on the objectives and features of Advertising

24. Explain briefly on Media Advertising

(5 x 5 = 25)

**PART - D**

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

25. Explain the effect of advertising on the values and life styles of the Public

26. Narrate on the various types of Advertising

27. Prepare a script for a public service advertising for Radio

28. 'Advertising Research is key to determining the success of an advertisement in any country or region' : Comment

(15 x 2 = 30)

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