

**B. B. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2018**  
**SEMESTER – 3: BACHELOR OF BUSINESS ADMINISTRATION (CORE COURSE)**  
**COURSE: 16U3CRBBA12, AD CREATIVE & CAMPAIGN PLANNING**

*(For Regular - 2017 Admission and Supplementary / Improvement 2016 Admission)*

Time: Three Hours

Max. Marks: 75

**PART A**

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

1. What do you mean by Target Audience?
2. Define the term Ideation
3. Define the term Campaign Planning.
4. What is an advertising appeal?
5. What is Marketing Analysis?
6. What do you mean by Viral Advertising?

(1 x 6 = 6)

**PART B**

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

7. What are the different stages in creative process?
8. Explain on marketing mix.
9. What is a Creative Brief? What are the purposes of Creative Brief?
10. Explain the process of Campaign Budgeting.
11. What are the strengths and weaknesses of Online Advertising?
12. What is the importance of research in Advertising?
13. Write a note on the different factors affecting the advertising campaign objectives
14. What are the different creative strategies employed for ideation process
15. Elaborate the concept 'Creative Thinking'
16. What do you mean by GRPs?

(2 x 7 = 14)

**PART C**

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

17. What are the factors deciding the selection of an appropriate media vehicle?
18. What are advertising objectives? How they differ from marketing objectives?
19. Explain on Purchase Intention?
20. What do you mean by media effectiveness? How the changing nature of media effectiveness affects a campaign?

21. What is campaign strategy? Explain the steps involved in planning a strategy for campaign
22. Write in detail about the Criteria for judging Campaign Results.
23. What are the budgetary considerations while selecting a media for an advertising campaign?
24. Explain the importance of creative strategy in a campaign planning process with suitable examples

(5 x 5 = 25)

**PART D**

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

25. Explain the significance of creativity in advertising campaigns. Write in detail the stages involved in the creative process.
26. A great advertising message in front of the wrong audience is a total waste of time and effort. Provide your view keeping the media planning in mind.
27. Write in detail about the various advertising appeals used for visual advertisements with suitable examples
28. What is an advertising campaign? Detail the different steps involved in the campaign planning

(15 x 2 = 30)

\*\*\*\*\*