

**BBA DEGREE END SEMESTER EXAMINATION - OCT. 2020 : JANUARY 2021**  
**SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA**  
**COURSE : 16U3CRBBA11 : ADVERTISING MANAGEMENT**  
(For Regular - 2019 Admission and Supplementary 2016/2017/2018 Admissions)

Time : Three Hours

Max. Marks: 75

**PART A**

**Answer All (1 mark each)**

1. Who is the *identified sponsor* in advertising?
2. Marketing of products that are environmentally safe is known as .....
3. Explain the decentralized system in a ad agency perspective
4. Describe the significance of creative boutique in advertising
5. Identify the media scheduling type in the case of media objective is to reduce the decaying of brand recall
6. 'Das Auto' is the tagline of .....

**(1 x 6 = 6)**

**PART B**

**Answer any 7 (2 marks each)**

7. Distinguish between sales promotion and personal selling
8. Indians are multicultural. How does it impact the advertisement industry ?
9. What do you mean by comparative advertising?
10. explain the term Pro Bono advertising?
11. Differentiate the activities of a specialised agency and limited service agency
12. Analyse the advantages and disadvantages of in-house ad agencies?
13. What is the main assertion of DAGMAR Model?
14. Describe Objective and Task method of budgeting.
15. What is romance appeal?
16. Define the term 'jingle' ?

**(2 x 7 = 14)**

**PART C**

**Answer any 5 (5 marks each)**

17. Explain the Five M's of advertising.
18. Evaluate the advantages of a full swing agency from specialised agency
19. Explain the classification of advertising on the basis of area.
20. Examine the benefits of advertisements on the basis of geographical area.
21. Explain the strategy based budgeting approaches followed in advertising.
22. Identify the different departments in a usual ad agency.
23. Describe the concept and importance of media planning.
24. Do you think sales as an advertising objective is a good way of determining advertising goals? What are the other ways of setting advertising goals?

**(5 x 5 = 25)**

**PART D**

**Answer any 2 (15 marks each)**

25. Define advertising. Explain the main objectives of advertising. Also, explain the 5 M's of advertising with suitable examples
26. What do you understand by rural advertising? Discuss a few rural advertising strategies.
27. Analyse the factors which make a marketing campaign successful?
28. Explain the components of media strategy

**(15 x 2 = 30)**