

B B A DEGREE END SEMESTER EXAMINATION - OCTOBER 2022**SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 16U3CRBBA9 : ADVERTISING MANAGEMENT***(For Supplementary - 2019/2018/2017/2016 Admissions)*

Time : Three Hours

Max. Marks: 75

PART A**Answer All (1 mark each)**

1. The path ACCA - Awareness - Comprehension - Conviction and Action is adopted in -----approach in advertising
2. List the most effective type of advertisement to reach out to rural India
3. Explain the percentage of sale method in ad agency compensation
4. Give the full form of AAAA
5. Who developed the concept of USP?
6. What do you mean by advertisements with 'high brand recall'?

(1 x 6 = 6)**PART B****Answer any 7 (2 marks each)**

7. Distinguish between Advertising and public relation
8. What do you mean by Percentage of Sales method of budgeting?
9. What do you mean by display advertising?
10. What do you mean by direct response advertising?
11. Explain the advantages of accreditation for an ad agency
12. Why digital expertise is important for modern ad agencies?
13. Examine the relevance of service advertising in rural India
14. What is media planning?
15. Explain the elements of a brand
16. What is meant by creativity in advertising?

(2 x 7 = 14)**PART C****Answer any 5 (5 marks each)**

17. Discuss the communication link between the producer and prospective consumers.
18. Analyse the challenges of advertising industry in India
19. Compare advocacy advertising with social advertising with examples.
20. What do you mean by content marketing? What are its advantages?
21. What does an ad agency do? Illustrate.
22. Describe the ad agency compensation methods.
23. Explain the different techniques used in pre testing of the effectiveness of the ad campaign
24. What are the peculiarities of a good copy for Out-of -Home ads?

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Analyse the scope and the challenges faced by Indian advertisers.
26. Describe the types of advertisements on the basis of consumers, media, advertiser and area.
27. Explain the methods of determining advertising budget. Which method is most appropriate for a company operating in an intense competitive environment? Why?
28. Describe the term media scheduling illustrate various types of media scheduling with the help of examples

(15 x 2 = 30)