



SS – 557

V Semester B.B.A. Degree Examination, November/December 2018

(F+R) (CBCS) (2016 – 17 & Onwards)

**BUSINESS ADMINISTRATION**

**5.6 : Elective : Paper – II : Advertising and Media Management**

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answer should be written in **English** only.

**SECTION – A**

Answer **any five** questions. **Each** question carries **two** marks. (5×2=10)

1. a) What is Advertising campaign ?
- b) Who is an Advertising copy writer ?
- c) What is Recognition Test ?
- d) Name different type of Ad-agency.
- e) State any 2 significance of Media scheduling.
- f) Give the meaning of Internet Advertising.
- g) State the elements of communication process.



**SECTION – B**

Answer **any three** questions. **Each** question carries **six** marks. (3×6=18)

2. Enumerate the steps in Marketing strategy.
3. Explain the Ethical aspects of Advertising.
4. Write the functions of Media Research.
5. What are the types of Advertising Appeals ?
6. Describe the advantages of using Ad-agency services.

P.T.O.



SECTION - C

Answer **any three** questions. **Each** question carries **fourteen** marks. **(3x14=42)**

- 7. Explain in detail the key factors influencing Media planning.
- 8. Describe the steps of creative process.
- 9. "Do you think DAGMAR approach is an effective tool in planning Advertising efforts". Explain.
- 10. "Advertising as an element of Marketing Mix". Explain.
- 11. Explain the types of Advertising Research and State the advantages of respective type.



SECTION - B

(3x6=18)