

64528

V Semester B.B.A. Examination, April/May 2023
(CBCS) (Fresh)

BUSINESS ADMINISTRATION
MK : Advertising and Media Management

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

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

1. a) Expand AIDAS.
- b) State any two Advertising Agencies in India.
- c) Mention any two main objectives of Advertising.
- d) Give the meaning of Advertising Copy.
- e) What is Media Planning ?
- f) What is an Advertising Budget ?
- g) What is Promotion Mix ?

SECTION – B

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

2. Explain the importance of Advertising in Marketing.
3. Write a note on Porter's five forces model.
4. What are the types of Advertising Appeals ?
5. Briefly explain the factors to be considered while selecting the Media Mix.
6. Write the functions of media research.

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V Semester B.B.A. SECTION - C
(CBCS) (Fresh)

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

- 7. Discuss the purpose and functions of Advertising.
- 8. Explain the Advertising – Campaign planning process.
- 9. Describe the different Advertising appeals used by Advertising Agencies.
- 10. "Media planning is an Art". Explain.
- 11. Explain the types of Advertising research and state the advantage of respective types.



SECTION - B

Answer any three questions. Each question carries six marks. (3x8=18)

- 1. Explain the importance of Advertising in Marketing.
- 2. Write a note on Porter's five forces model.
- 3. What are the types of Advertising Appeals?
- 4. Briefly explain the factors to be considered while selecting the Media Mix.
- 5. Write the functions of media research.