V Semester B.B.A. Degree Examination, November/December 2016
(CBCS) (Fresh)
(2016 – 17 & Onwards)
BUSINESS ADMINISTRATION
Elective Paper – II : 5.6 : Advertising & Media Management

Time : 3 Hours
Max. Marks : 70

Instruction : *Answers should be written* **completely** *in English.*

SECTION – A

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

    a) Distinguish between advertising and sales promotion.

    b) Expand DAGMAR.

    c) What is an Advertising Copy ?

    d) What is an Advertising Budget ?

    e) What is Transit Advertising ?

    f) Mention any two features of an advertising agency.

    g) What is meant by internet advertising ?

SECTION – B

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

2. What are the functions of advertising ?

3. Write a short note on Advertising effectiveness.

4. Bring out the merits and demerits of newspaper advertising.

5. Briefly explain the advertising campaign – planning process.

6. What are the attributes of an effective ad-copy ?

P.T.O.

SECTION – C

Answer **any three** questions. **Each** question carries **fourteen** marks.   (3×14=42)

7. How does advertising affect economy ? Substantiate your views.

8. Discuss the methods for determining advertising budget.

9. What is media planning ? "Media planning is an art" – Explain.

10. Explain the structure and functions of an advertising agency.

11. Analyse the following :

    a) Direct advertising methods.

    b) Indoor advertising methods.

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