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V Semester B.B.A. Degree Examination, April - 2022

**BUSINESS ADMINISTRATION****Advertising And Media Management**

(CBCS Scheme 2018)

**Time : 3 Hours****Maximum Marks : 70****Instructions to Candidates:**

Answer should be written in English only.

**BMSCW LIBRARY****SECTION - A**

Answer any Five questions. Each question carries 2 marks.

(5×2=10)

1. a) What do you understand by Advertising?
- b) Define Advertising copy
- c) Give the meaning of Advertising Research.
- d) What do you understand by online Advertising.
- e) Write any two Qualities of good salesman.
- f) What do you understand by post testing Advertising?
- g) Define Marketing Mix.

**SECTION - B**

Answer any Three questions. Each question carries six marks.

(3×6=18)

2. Explain the purpose of Advertising.
3. Write the functions of Media Research.
4. Explain the process of Advertising Research.
5. Explain various types of Sales Promotion.
6. Explain the methods of Measuring Advertising Effectiveness.

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## SECTION - C

Answer any Three questions. Each question carries 14 marks.

(3×14=42)

7. Explain the components of DAGMAR.
8. Explain the advertising Budgeting Methods.
9. Explain the advantages & disadvantages of online Advertising.
10. Explain the factors considering while selecting advertising Agencies.
11. Write a short note on
  - a) Media planning
  - b) Selecting.
  - c) Scheduling strategies.

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