



NS – 516

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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)
- Distinguish between advertising and sales promotion.
 - Expand DAGMAR.
 - What is an Advertising Copy ?
 - What is an Advertising Budget ?
 - What is Transit Advertising ?
 - Mention any two features of an advertising agency.
 - What is meant by internet advertising ?



SECTION – B

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

- What are the functions of advertising ?
- Write a short note on Advertising effectiveness.
- Bring out the merits and demerits of newspaper advertising.
- Briefly explain the advertising campaign – planning process.
- What are the attributes of an effective ad-copy ?

P.T.O.



SECTION - C

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


