



NS – 543

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V Semester B.B.M. Degree Examination, Nov./Dec. 2016
(Repeaters)
(Prior to 2014-15)

BUSINESS MANAGEMENT

5.7 : Elective Paper – II : Advertising and Media Management

Time : 3 Hours

Max. Marks : 100

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

SECTION – A

Answer **any ten** sub-questions. **Each** sub-question carries **two** marks. **(10×2=20)**

1. a) What is meant by point of purchase advertising ?
- b) What do you mean by slogans ?
- c) Give the meaning of sky writing.
- d) Give the meaning of industrial advertising.
- e) List any four outdoor media.
- f) What is sales promotion ?
- g) Mention any two drawbacks of Television and media advertisement.
- h) What is Ad-appeal ?
- i) List two goals of advertising.
- j) Give the meaning of communication.
- k) Define Publicity.
- l) Define SWOT analysis.



SECTION – B

Answer **any five** questions. **Each** question carries **5** marks. **(5×5=25)**

2. Write a note on AIDA formula on advertising.
3. Briefly explain the communication process in advertising.
4. Distinguish between advertising and personal selling.

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NS – 543



5. State the factors influencing advertising media.
6. Explain the role media plays in advertising.
7. What are the factors responsible for the changing concept of advertising ?
8. What are the benefits of advertising to the economy ?

SECTION – C

Answer **any three** questions. **Each** question carries **15** marks. **(3×15=45)**

9. Describe the development of modern advertising.
10. Discuss the key factors influencing media planning.
11. Define advertising copy. Discuss the various components of an advertising copy.
12. Explain the functions of an ad-agency.
13. Explain the types of advertising research and state their advantages in the respective type.

SECTION – D

Answer the following : **(1×10=10)**

14. Discuss how a good advertising layout is prepared.
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