

61



SN – 402

V Semester B.B.M. Examination, Nov./Dec. 2013  
(Freshers) (2013-14 and Onwards)  
**BUSINESS MANAGEMENT**  
E – 2 : Paper – II : Advertising and Media Management

Time : 3 Hours

Max. Marks : 100

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

SECTION – A

I. Answer any eight sub-questions. Each sub-question carries two marks. (2×8=16)

- 1) a) What is Marketing Strategy ?
- b) Expand DAGMAR.
- c) Expand MRTP.
- d) What is Copy Writing ?
- e) What is Advertising Decision ?
- f) What is Corporate Advertising ?
- g) Define Brand.
- h) What is Poster Layout ?
- i) What do you mean by Broadcast Media ?
- j) What is Marketing Environment ?



SECTION – B

II. Answer any three questions. Each question carries eight marks. (3×8=24)

- 2) Analyse the elements of Communication Process.
- 3) Briefly explain the objectives of advertising.
- 4) Distinguish between advertising and personal selling.
- 5) Briefly explain the sources of advertising theme.
- 6) Briefly explain the effects of advertising.

P.T.O.

