SN - 402

Max. Marks: 100

## 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

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.
- $(3 \times 8 = 24)$
- 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.



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## SECTION-C

III. Answer any four questions. Each question carries fifteen marks.

 $(4 \times 15 = 60)$ 

- 7) Explain the functions of Ad-agency.
- 8) Bring out the merits and demerits of Newspaper, Radio and Television advertising.
- 9) Explain the features of a good advertising layout. Discuss in detail how layout is prepared.
- 10) What is Media? What are the factors influencing media selection?
- 11) Write short notes on:
  - a) Lateral thinking
  - b) Advertising budget
  - c) Publicity.