



SN – 437

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V Semester B.B.M. Examination, November/December 2014

(Repeaters) (Prior to 2014-15)

**BUSINESS MANAGEMENT**

**E-2 : Paper – II : Advertising and Media Management**

**100 – 2013 – 14 Only**

**90 – Prior to 2013 – 14**

Time : 3 Hours

Max. Marks : 100/90

- Instructions :** 1) Answers should be written in **English** only.  
2) Section **A, B** and **C** to be answered by **all** repeaters (90 marks).  
3) Section **D** to be answered by students of 2013-14 (100 marks) only.

**SECTION – A**

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

1. a) Define advertising.
- b) What is advertising planning ?
- c) What is creative approach ?
- d) State the different types of advertising agencies.
- e) List out any four media advertisement.
- f) What is advertisement regulation ?
- g) Give the meaning of globalisation.
- h) Define E-advertising.
- i) What is Public Service Advertising (PSA) ?
- j) What is Financial Advertising ?
- k) Bring out the any two points for purpose of pre-testing.
- l) What is internal-Ad ?

**SECTION – B**

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

2. Explain the importance of advertising in marketing.
3. 'Is advertising a communication process' ? Comment.

**P.T.O.**



4. Write a note on copywriter and visualisers.
5. What factors should be considered while selecting the media for advertising ?
6. Write a note on advertising and competition.
7. Briefly explain the five steps in the globalisation of the markets.
8. State the merits of outdoor advertising.

SECTION – C

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

9. Write short notes on the following :
  - a) Morality and advertisement.
  - b) Advertise in India and Abroad.
  - c) Social aspects and ethical aspects of advertising.
10. What is advertising copy ? What are the factors to be considered while writing an advertising copy ?
11. What is creative process ? How do you generate ideas ?
12. What is advertising appropriation ? Explain in detail various methods of budgeting.
13. What are the different types of medias of Advertising ? Discuss all with respective advantages and disadvantages.

SECTION – D

[To be answered by students of **2013-14** only]

14. “Advertising is a social waste” – Discuss. **(1×10=10)**
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