



UN – 462

67

V Semester B.B.M. Examination, November/December 2015
(Prior to 2014-15) (Repeaters)

BUSINESS MANAGEMENT

5.7 : E – 2 : Paper – II : Advertising and Media Management
(100 – 2013-14 Only)
(90 – Prior to 2013-14)

Time : 3 Hours

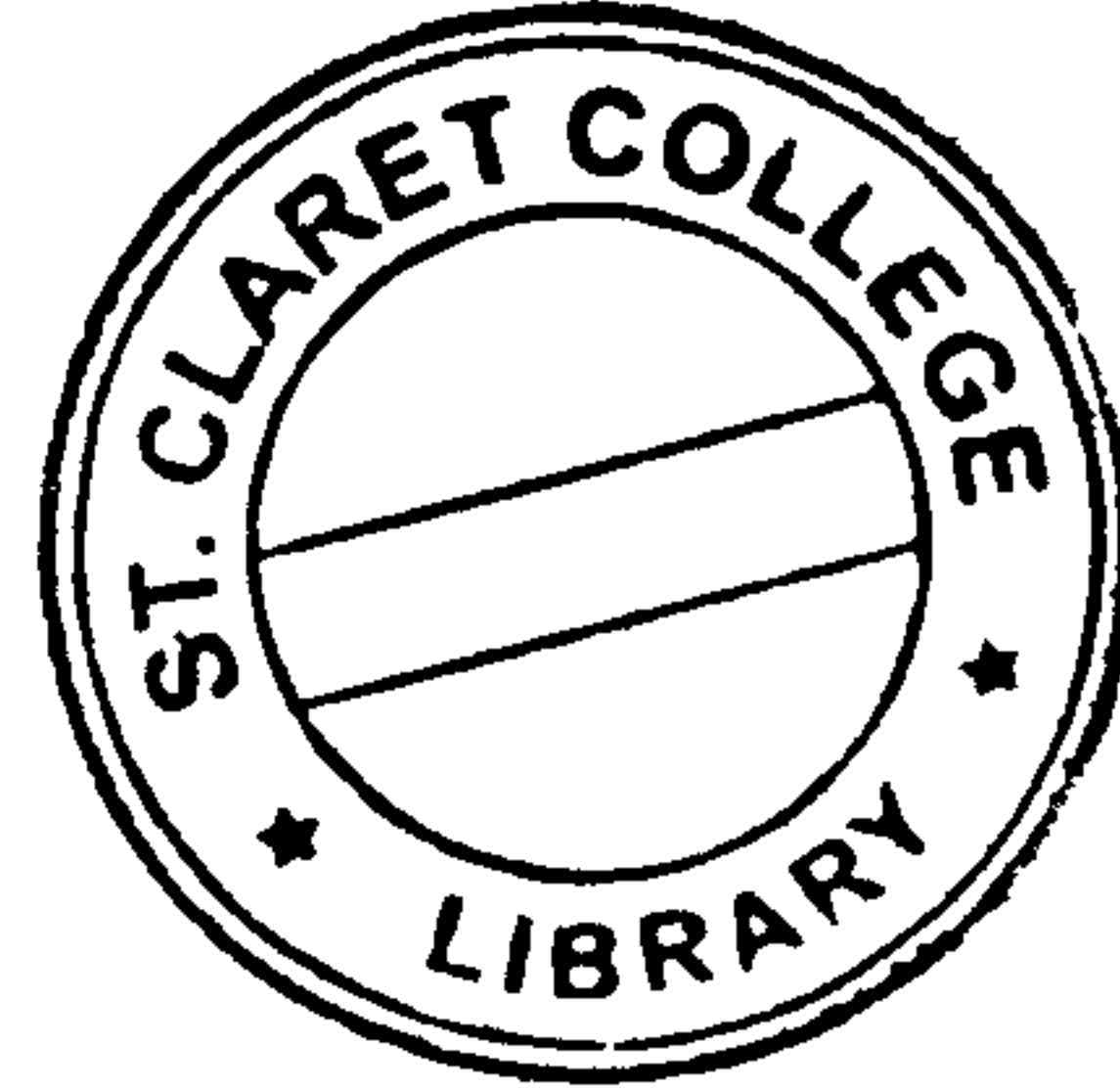
Max. Marks : 100/90

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

SECTION – A

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

1. a) What is retail advertising ?
- b) What is trade promotion ?
- c) Define publicity.
- d) List two goals of advertising.
- e) What is personal selling ?
- f) Give the meaning of copy writing.
- g) What is an Ad agency ?
- h) Name any two media strategies.
- i) What is product positioning ?
- j) Give the meaning of deceptive advertising.
- k) What is internet advertising ?
- l) Define globalisation.



P.T.O.



SECTION – B

Answer **any five** questions. **Each** question carries **five** marks.

(5×5=25)

2. Briefly explain the effects of advertising.
3. Write a short note on layout.
4. Discuss briefly about marketing mix.
5. Explain the role of media in advertising.
6. What are the legal restrictions on advertising in India ?
7. What are the advantages of newspaper advertising ?
8. Discuss about marketing strategy.

SECTION – C

Answer **any three** questions. **Each** question carries **fifteen** marks.

(3×15=45)

9. Explain in detail about DAGMAR approach.
10. What are the advantages and disadvantages of advertising ?
11. Write short notes on :
 - a) Ad appeals
 - b) Sales promotion
 - c) Societal advertising.
12. Explain the process and methods in formulating advertising budget.
13. Explain the copy writing for print advertisements.

SECTION – D

To be answered by students of **2013-14 only** :

(1×10=10)

14. Explain the functions of advertising agency.
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