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V Semester B.B.M. Degree Examination, November/December 2016
(2014 – 15 & Onwards) (Repeaters)
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

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

1) a) Define Advertising.
   b) Mention any two merits of advertising.
   c) Expand AIDAS.
   d) Name any two advertising models of India.
   e) What is advertising campaign ?
   f) What is meant by recall test ?
   g) Define media option.
   h) What is ad-layout ?
   i) What is Internet advertising ?
   j) What is social advertising ?

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SECTION – B

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

2) State the purpose of advertising.

3) What are the functions of media research ?

4) Write a note on
   i) Outdoor advertising
   ii) Trade shows.

5) Explain the roles of facilitating institutions of advertising management.

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SECTION – C

III. Answer Q. No. **10** and **any three** of the remaining. **Each** question carries **fifteen** marks. **(4×15=60)**

6) Explain the types of advertising appeal.

7) What are the three phases of campaign creation ? Explain.

8) Explain the history of advertising.

9) Explain in detail DAGMAR approach to advertising planning.

10) What are the different types of media ? Discuss all with respective advantages and disadvantages.