



QP – 370

V Semester B.B.A. Examination, March/April 2022

(CBCS) (F+R) (2016 – 17 and Onwards)

BUSINESS ADMINISTRATION

Paper – 5.6 : Elective Paper – II : Advertising and Media Management

Time : 3 Hours

Max. Marks : 70

Instruction : All answers should be legibly written in **English** only.

SECTION – A

Answer **any five** sub-questions. **Each** sub-question carries **two** marks. (5×2=10)

1. a) What do you understand by copy testing ?
- b) Mention any two main objectives of advertising.
- c) Expand AIDAS.
- d) Give the meaning of advertising copy.
- e) What do you mean by window display ?
- f) State the methods of measuring advertising effectiveness.
- g) Define media planning.

SECTION – B

Answer **any three** questions. **Each** question carries **six** marks. (3×6=18)

2. Discuss the importance of advertising.
3. Describe the Porter's five forces model.
4. Elucidate the points to be remembered while writing an advertising copy.
5. Elucidate the steps evolved in development of media plan.
6. Explicate the functions of an advertising agency.

P.T.O.



SECTION - C

Answer **any three** questions. **Each** question carries **fourteen** marks. (3×14=42)

7. Explain the economic and social aspects of advertising.
8. Expound the steps in developing advertising plan.
9. Describe the different advertising appeals used by advertising agencies.
10. Enumerate and explain various medias of advertising.
11. Write a note on structure and functions of an advertising agency.