



NS – 516

V Semester B.B.A. Degree Examination, November/December 2016  
(CBCS) (Fresh)  
(2016 – 17 & Onwards)  
**BUSINESS ADMINISTRATION**  
Elective Paper – II : 5.6 : Advertising & Media Management

Time : 3 Hours

Max. Marks : 70

***Instruction :*** Answers should be written **completely** in **English**.

SECTION – A

1. Answer **any five** questions. **Each** question carries **two** marks **each**. (5×2=10)
- Distinguish between advertising and sales promotion.
  - Expand DAGMAR.
  - What is an Advertising Copy ?
  - What is an Advertising Budget ?
  - What is Transit Advertising ?
  - Mention any two features of an advertising agency.
  - What is meant by internet advertising ?

SECTION – B

- Answer **any three** questions. **Each** question carries **six** marks **each**. (3×6=18)
- What are the functions of advertising ?
  - Write a short note on Advertising effectiveness.
  - Bring out the merits and demerits of newspaper advertising.
  - Briefly explain the advertising campaign – planning process.
  - What are the attributes of an effective ad-copy ?

P.T.O.



SECTION – C

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

7. How does advertising affect economy ? Substantiate your views.
  8. Discuss the methods for determining advertising budget.
  9. What is media planning ? “Media planning is an art” – Explain.
  10. Explain the structure and functions of an advertising agency.
  11. Analyse the following :
    - a) Direct advertising methods.
    - b) Indoor advertising methods.
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