



SN – 423

V Semester B.B.M. Examination, Nov./Dec. 2014  
(Semester Scheme) (Fresh) (2014-15 and Onwards)

**BUSINESS MANAGEMENT**

**5.7 : Elective Paper – II : Advertising and Media Management**

Time : 3 Hours

Max. Marks : 100

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

**SECTION – A**

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

- 1) a) What is publicity ?
- b) State the elements of communication.
- c) What do you mean by advertisement ?
- d) State the types of Media.
- e) What is Media Management ?
- f) What is banner advertising ?
- g) What is situation analysis ?
- h) What is Internet advertising ?
- i) Expand M.R.T.P.
- j) What is Deceptive Advertising ?

**SECTION – B**

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

- 2) Explain the importance of Media Research.
- 3) What are the Economic benefits of advertising ?



- 4) Explain the types of advertising scheduling.
- 5) Briefly explain the functions of Ad-agency.

### 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 media. Discuss the merits and demerits of Television and Radio advertising.
  - 7) Explain in detail the key factors influencing media planning.
  - 8) Discuss the selection and co-ordination of advertising agency.
  - 9) Define advertising. Explain the different types of advertising.
  - 10) Explain the methods and process of advertising budget.
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