

V Semester B.B.M. Examination, November/December 2015
(Semester Scheme)
(F + R) (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) Define Advertising.
- b) What is marketing plan ?
- c) Expand AIDAS.
- d) What is advertising research ?
- e) What is media schedule ?
- f) What is pioneering stage advertising ?
- g) What is storyline ?
- h) What is full service agency ?
- i) Who are known as Target audience ?
- j) What is social advertising ?

SECTION – B

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

- 2) Explain the process of advertising budget.
- 3) What is media circulation ? Explain the importance of media scheduling.
- 4) Briefly explain the steps in marketing strategy.
- 5) State the purpose of advertising.



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 research and state their advantages in the respective type.
 - 7) Explain the types of advertising appeals.
 - 8) Explain the economic, social and ethical aspects of advertising.
 - 9) Explain the steps involved in advertising campaign planning.
 - 10) What are advertising decisions ? Explain the stages in advertising decision.
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