



SN – 543

V Semester B.B.A. Degree Examination, November/December 2017

(F+R) (CBCS) (2016 – 17 & Onwards)

BUSINESS ADMINISTRATION

5.6 : Elective Paper – II : Advertising And Media Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written compulsorily in English.

SECTION – A

Answer **any five** sub-questions. **Each** question carries **two** marks.

(5×2 = 10)

1. a) What is an Advertising Budget ?
- b) What is Media Research ?
- c) What is internet advertising ?
- d) What is direct mail ?
- e) What is copy- writing ?
- f) What is window display ?
- g) What is Promotion mix ?

SECTION – B

Answer **any three** questions. **Each** question carries **six** marks.

(3×6 = 18)

2. What are the functions of advertising ?
3. Explain the importance of media planning.
4. Write a brief note about target group advertising.
5. What is the process of communication ?
6. Explain the structure of an ad-agency.

P.T.O.



SECTION – C

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

7. Explain advertising as an element of marketing mix.
8. What are the merits and demerits of newspaper publicity ?
9. Discuss the methods for determining advertising budget
10. What is media planning ? Explain the steps in media planning.
11. Discuss the different types of Internet Advertising.

SECTION – B

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

1. What are the functions of advertising ?
2. Explain the importance of media planning.
3. Write a brief note about target group advertising.
4. What is the process of communication ?
5. Explain the structure of an ad-agency.