



SS – 557

V Semester B.B.A. Degree Examination, November/December 2018
(F+R) (CBCS) (2016 – 17 & Onwards)
BUSINESS ADMINISTRATION

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

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in English only.

SECTION – A

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

1. a) What is Advertising campaign ?
- b) Who is an Advertising copy writer ?
- c) What is Recognition Test ?
- d) Name different type of Ad-agency.
- e) State any 2 significance of Media scheduling.
- f) Give the meaning of Internet Advertising.
- g) State the elements of communication process.

SECTION – B

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

2. Enumerate the steps in Marketing strategy.
3. Explain the Ethical aspects of Advertising.
4. Write the functions of Media Research.
5. What are the types of Advertising Appeals ?
6. Describe the advantages of using Ad-agency services.

P.T.O.



SECTION - C

Answer **any three** questions. **Each** question carries **fourteen** marks. **(3x14=42)**

7. Explain in detail the key factors influencing Media planning.
8. Describe the steps of creative process.
9. "Do you think DAGMAR approach is an effective tool in planning Advertising efforts". Explain.
10. "Advertising as an element of Marketing Mix". Explain.
11. Explain the types of Advertising Research and State the advantages of respective type.