

Total No. of Questions—6]

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B.B.A. (VI-Semester) EXAMINATION, 2016

ADVERTISING AND SALES PROMOTION

(Specialisation-III : Marketing)

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) Solve any *five* questions.

(ii) Figures to the right indicate full marks.

(iii) Illustrate with examples.

1. Define Advertising. Bring out the significance of Advertising. [16]
2. Enumerate the pre-testing and pro-testing methods used to measure advertising effectiveness. [16]
3. State the factors affecting Media Choice. [16]
4. What do you mean by Ethical Advertising ? Explain your answer with ethical and social issues involved in Advertising. [16]
5. What is an Advertising Agency ? State the different types of Advertising Agencies and their functions. [16]

P.T.O.

6. Write short notes on (any *four*) :

[4×4]

- (a) Advertising budget
- (b) Internet Advertising
- (c) Loyalty Programs
- (d) Brand Equity
- (e) Topical Copy.