

NOVEMBER 2022

72247/BB25A

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions.

Write short notes on the following.

1. Copy development
2. Target Audience.
3. Web Advertising
4. Media Strategy
5. Mass Media
6. Trade shows
7. Interior display
8. Show room Advertising.
9. Sales promotion.
10. Advertising Campaign Budgeting.
11. Attitude test.
12. Concept testing.

14 BBA → Advertising Management and Sales Promotion

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. What are the characteristic features of advertising?
14. List out the different types of Advertising message.
15. What are the major factors contribute to the increased complexity and risk for media planners? Explain.
16. How is Internet audience measured and on what basis Internet time and space is bought?
17. What do you mean by advertising agency? What services does an agency render to the client?
18. What factors are responsible for the rapid growth of sales promotion?
19. How can we tackle advertisements that promote harmful products?
20. What is promotional mix? How would you differentiate between marketing mix and promotion mix?
21. Discuss the advantages and disadvantages of billboards and poster advertising.
22. Explain the need for briefing an advertising agency. What are reasons for losing clients by an advertising agency?
23. In what stages of the product's life cycle can pull and push strategies be used? Explain.
24. Explain the pre-testing methods to examining the advertising effectiveness.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. What is promotional mix? How would you differentiate between marketing mix and promotion mix?