

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

Write short notes on the following.

1. Target group
2. Newspaper Advertising
3. Budget planning
4. Media scheduling
5. Outdoor Advertising
6. Indoor Advertising
7. Advertising copy
8. Trade name
9. Sales planning
10. Advertising campaign budgeting
11. Recognition test
12. Sales effect test.

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PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Explain briefly the evolution of advertising.
14. Explain the scope of advertising in the present day context.
15. What important factors should be considered in market analysis in developing a media plan?
16. List the important factors that determine frequency levels for an advertising campaign.
17. Explain the role of advertising agencies in advertising industry.
18. State and explain the process involved in the implementation of a sales promotion programme.
19. How culture and advertising are related?

• PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. What is advertising? How does it differ from publicity, propaganda and personal selling?
21. Discuss the advantages and disadvantages of internet as advertising medium.

22. What are the different methods of compensating an advertising agency for its work? Who compensates it and how?
23. Discuss the different approaches to evaluating sales promotions.
24. State the conditions in which the sales effect of advertising can be most accurately estimated.