

13 APR 2019

Seat No.

B.B.A. Semester-IV Examination
April/May – 2019
Advertising Management
Subject Code: 20917

[Time: 2.30 Hours]

[Total Marks: 70]

- Q-1 Explain role of advertising in marketing process. 14
OR
- Q-1 Explain Integrated marketing communication - reason for growth and its role in branding. 14
- Q-2 Explain promotional objectives and types of promotion in detail. 14
OR
- Q-2 Explain DAGMAR approach in detail. 14
- Q-3 Explain Advertisement copy in detail. 14
OR
- Q-3 Explain the importance of creativity in advertising. 14
- Q-4 Explain media planning and media mix decision. 14
OR
- Q-4 Explain Broadcast media and print media in detail. 14
- Q-5 Short Note: [any two] 14
a) Pre testing and post testing
b) Market testing
c) Advertising research
d) PACT