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Roll No. ....

## **BBA-504(M1)**

**B. B. A. (FIFTH SEMESTER)**

**END SEMESTER**

**EXAMINATION, Jan., 2023**

**ADVERTISING**

**Time : Three Hours**

**Maximum Marks : 100**

**Note :** (i) All questions are compulsory.

(ii) Answer any *two* sub-questions among (a), (b) and (c) in each main question.

(iii) Total marks in each main question are **twenty**.

(iv) Each sub-question carries 10 marks.

1. (a) What is advertising ? Describe its objectives and functions. (CO1)

(b) "All that glitters is not gold." Why is this said for advertising ? Is advertising a necessary tool of communication ? (CO1)

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(2)

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- (c) Explain the DAGMAR approach with suitable examples. (CO1)
2. (a) What is AIDA ? How can it help an organization to achieve its marketing goals ? (CO2)
- (b) What is the importance and applications of communication process in marketing. (CO2)
- (c) Establish relationship between Advertising and Consumer Psychology with suitable examples. (CO2)
3. (a) What is the need of developing an effective advertising copy ? How would you do copywriting for print media for maximizing its output. (CO3)
- (b) Briefly explain the various elements of advertisement. (CO3)
- (c) Enunciate the role of Creativity and Visualization in Advertising. (CO3)
4. (a) Explain the role of media in advertising. (CO4)

(3)

- (c) What are the different advertising media ? How would you make an advertising media choice ? (CO4)
- (c) Identify the approaches and procedures for determining the size of the Advertising Budget. (CO4)
5. (a) Entail the productivity of advertising, its contribution to economic development and standard of living. (CO5)
- (b) Are companies doing unethical advertising ? Highlight the importance of ethics in advertising. (CO5)
- (c) What is digital advertising ? Elaborate its types and tools. (CO5)

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250