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Roll No. ....

## BBA-504(M1)

B. B. A. (FIFTH SEMESTER)

MID SEMESTER EXAMINATION, 2022

ADVERTISING

Time : 1½ Hours

Maximum Marks : 50

Note : (i) Answer all the questions by choosing any *one* of the sub-questions.

(ii) Each question carries 10 marks.

1. (a) Define advertising. Describe its importance and objectives in marketing process. (CO1)

OR

(b) Write short notes on the following : (CO1)

(i) AIDA model

(ii) DAGMAR

P. T. O.

(2) BBA-504(M1)

2. (a) Explain advertising as a communication tool in marketing. (CO3)

OR

- (b) Differentiate between the following : (CO3)

(i) Consumer advertising and Industrial advertising

(ii) Idea advertising and Service advertising

3. (a) Evaluate the various obstacles in communication process in effective advertising. (CO4)

OR

- (b) Discuss the functions and objectives of advertising. (CO4)

4. (a) Identify the role of advertising in corporate image building. (CO2)

OR

- (b) Discuss the role of communication process in effective marketing. (CO2)

(3)

5. (a) Evaluate the role of advertising in consumer perception and attitude. (CO5)

OR

- (b) Assess the advantages and disadvantages of the following : (CO5)

(i) Internet advertising

(ii) Advocacy advertising

(iii) Social advertising