

CS – 400



AIMS LIBRARY

V Semester B.B.A. Examination, March 2023
(CBCS 2016-17 and Onwards)
(F+R)

MANAGEMENT

5.6 – Elective Paper-II : Advertising and Media Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in **English only**.

SECTION – A

Answer **any five** questions. **Each** question carries **two** marks.

(5×2=10)

1. a) Give the meaning of Advertising.
- b) What do you mean by online advertising ?
- c) Expand AIDAS.
- d) Mention any 2 features of advertising.
- e) Give the meaning of advertising research.
- f) What is advertising copy ?
- g) What is window display ?

SECTION – B

Answer **any three** questions. **Each** question carries **six** marks.

(3×6=18)

2. Explain DAGMAR approach in detail.
3. Briefout the process of communication.
4. What are the functions of advertising ?
5. Write a note on media planning.
6. List out the merits of utilising ad-agency services.

P.T.O.



SECTION – C

Answer **any three** questions. **Each** question carries **fourteen** marks. (3×14=42)

7. Explain in detail the steps of creativity process.
 8. Elucidate the advertising campaign-planning process.
 9. "Advertising as an element of Marketing Mix"– Enumerate.
 10. Briefly explain indoor and outdoor advertising methods. Analyse which method is more effective in attracting consumers ?
 11. Discuss the advantages of internet advertising with examples.
-