



**NP – 409**

**VI Semester B.B.A. Examination, July/August 2024**  
**(NEP Scheme)**  
**BUSINESS ADMINISTRATION**  
**DSE (6.4/6.5) MK2 : Advertising and Media Management**

Time : 2½ Hours

Max. Marks : 60

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

**SECTION – A**

1. Answer **any six** sub-questions of the following. **Each** carries **2** marks. **(6×2=12)**

- a) Mention any two ethical aspects of advertising.
- b) What are 2 tools of advertising persuasion ?
- c) What is event Marketing ?
- d) State the role of ASCI.
- e) Write 2 limitations of outdoor advertising.
- f) Expand AIDA.
- g) What is advertising layout ?
- h) What is advertising cognition ?

**SECTION – B**

Answer **any 3** of the following. **Each** carries **4** marks.

**(3×4=12)**

2. Explain five M's of advertising.
3. Elaborate on advantages of print media.
4. What are the post testing methods of measuring advertising effectiveness ?
5. Discuss the objectives of marketing communication.
6. Discuss any four types of copywriting.

**P.T.O.**



## SECTION – C

Answer **any three** of the following. **Each** carries **12** marks.

**(3×12=36)**

7. Elaborate on factors affecting media selection.
  8. Explain the functions of advertising agencies.
  9. Explain different types of trade promotion.
  10. What are methods of setting a media Budget ?
  11. What are the social, economic and legal aspect of advertising ?
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