



# ADITYA DEGREE COLLEGES: AU REGION

## IV SEMESTER - MID - I - EXAMINATIONS

Date: 08.02.25

Course: II BBA Marketing Minor

Max. Marks: 60

Time: 3 Hours

### Subject: ADVERTISING

---

#### SECTION -A

**I. Write any Five of the following:**

**5X4M= 20M**

1. Roles of Brand Communication
2. History of Advertising
3. Types of Digital Advertising
4. Major aspects of Social Responsibility in Advertising
5. Difference between Deception and Puffery Advertisements
6. Code of ethics in Advertising
7. Explain Impact of Communication on Branding
8. Role of Regulatory Bodies

#### SECTION -A

**I. Write the following Questions:**

**4X10 = 40M**

9. (a). Define advertising. Discuss the importance and functions of advertising?

(or)

(b). Explain the classifications of advertising and how the key players are responsible for business environment?

10. (a). Illustrate the features and elements of Integrated Marketing Communications?

(or)

(b). Give a brief explanation on components of Digital advertising?

11. (a). Examine the impact of advertising on society and consumer behaviour?

(or)

(b). What are the major regulatory bodies involved and how their roles are affecting in regulating advertising industry?

12. (a). Define how the regulatory bodies review of regulatory Environment?

(or)

(b). Discuss the objective of Advertising and what are the major role of communication in Branding?