



ADITYA DEGREE COLLEGES

♦ ANDHRA PRADESH ♦

IV SEMESTER – MID-I EXAMINATIONS

II BBA

ADVERTISING

Max. Marks: 60 M

Time: 3 Hours

Date: -01-2025

SECTION - A

I. Answer any Five questions

5 x 4 = 20 M

1. History of Advertising?
2. Classification of Advertising?
3. Who are the key players in the Advertising process?
4. Integrated Marketing communication (IMC)?
5. Social responsibilities in Advertising.
6. How do Advertisements affect Children?
7. Advertising Ethics?
8. Impact of Advertising on women?

SECTION – B

II. Answer all the questions

4 X 10 = 40 M

9. a) Define advertising and discuss its importance in the modern business environment?

OR

- b) Discuss the major classifications of advertising with relevant examples?

10. a) What is brand communication? Explain the role in building and sustaining brand equity in marketing.

OR

- b) Who are the key players in Advertising? Discuss their role and responsibilities?

11. a) Discuss the role of advertising promoting social responsibility?

OR

- b) Discuss the influence of advertising on women and potential negative consequences.

12. a) Explain the concept of Ethics in Advertising and the importance of maintaining Ethical standards?

OR

- b) What are the major regulatory bodies involved in advertising and the role in regulating the Industry?