



End Term (Odd) Semester Examination November 2025

Roll no.....

Name of the Course and semester: BBA V

Name of the Paper: Advertising

Paper Code: BBA DSE M1

Time: 3 hour

Maximum Marks: 100

Note:

- (i) All the questions are compulsory.
- (ii) Answer any two sub questions from a, b and c in each main question.
- (iii) Total marks for each question is 20 (twenty).
- (iv) Each sub-question carries 10 marks.

Q1. (2X10=20 Marks)

- a. Define advertising and discuss in detail its objectives and functions. Explain how advertising contributes to the success of a business organization. CO1
- b. Explain the various classifications of advertising. Discuss each type with suitable examples. CO1
- c. What is the DAGMAR approach in advertising? Explain its concept, stages, and significance in setting advertising objectives. CO1

Q2. (2X10=20 Marks)

- a. Explain how effective communication helps in building brand image and maintaining strong customer relationships. CO2
- b. How do psychological factors such as perception, influence consumer responses to advertisements? CO2
- c. "Communication is a vital process in every organization, yet several barriers often hinder the effective exchange of information." Discuss in detail the various obstacles or barriers to communication. CO2

Q3. (2X10=20 Marks)

- a. What is an advertising copy? Explain the essential components of an effective advertising copy and discuss its key principles. CO3
- b. "Creativity and visualization play a crucial role in the success of advertising campaigns." Explain how creativity and visualization help in developing effective advertisements. CO3
- c. How do organizations select and coordinate with advertising agencies to ensure effective advertising campaigns? CO3

Q4. (2X10=20 Marks)

- a. Discuss in detail the different elements of the promotional mix. CO4
- b. Explain the different approaches and procedures used for determining the size of an advertising budget. CO4
- c. Explain the various methods used in pre-testing and post-testing advertisements. CO4

Q5. (2X10=20 Marks)

- a. Discuss the various ways in which advertising stimulates demand, supports business growth, and influences consumer welfare in a developing economy. CO5
- b. Suppose you are a marketing manager for a new e-commerce brand. Explain how you would use different types of digital advertising to promote your brand. CO5
- c. Explain the concept of Search Engine Optimization (SEO) and discuss its importance in digital marketing. CO5