



Term Evaluation (Odd) Semester Examination September 2025

Roll. no.....

Name of the Course: BBA

Semester: 5th

Name of the Paper: Advertising

Paper Code :BBA DSE M1

Time: 1.5 hour

Maximum Marks: 50

Note:

- (i) Answer all the questions by choosing any one of the sub-questions
- (ii) Each question carries 10 marks.

Q1. (10 Marks)

Define advertising and explain its objectives and functions. (CO1)

OR

Describe the common barriers that affect communication. (CO1)

Q2. (10 Marks)

a. Explain the DAGMAR Model and interpret its significance. (CO 2)

OR

b. Classify the different types of advertising and explain each with examples. (CO 2)

Q3. (10 Marks)

a. Examine the communication process in marketing and demonstrate its application in real business situations. (CO 3)

OR

b. Apply the concept of advertising to explain how companies build their corporate image. (CO 3)

Q4. (10 Marks)

a. Analyze the AIDA model of advertising and examine how it influences consumer behavior. (CO 4)

OR

b. Evaluate the relationship between advertisement and consumer psychology. (CO 4)

Q5. (10 Marks)

a. Critically assess how the communication process contributes to perception, learning, and attitude change. (CO 5)

OR

b. Examine and evaluate how advertising functions as a tool of communication for businesses. (CO 5)