



VI Semester B.B.A. Examination, June/July 2025

(NEP) (F+R)

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) What is advertising cognition ?
- b) Give the meaning of media planning.
- c) State the role of ASCI.
- d) What is event management ?
- e) Mention any two economical aspects of advertising.
- f) Expand AIDA and IMC.
- g) What is media research ?
- h) Name any two limitations of TV advertising.

SECTION – B

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

(3×4=12)

2. Explain the types of copywriting.
3. State ethical issues in advertisement.
4. What are the post testing methods of measuring advertising effectiveness ?
5. Discuss the media scheduling strategy with an example.
6. Explain the five M's of advertising.

P.T.O.



SECTION – C

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

(3×12=36)

7. Explain the functions of advertising agencies.
8. Explain the advantages and disadvantages of Internet advertising.
9. Discuss the role of advertising in India's economic development.
10. Explain the different types of trade promotion in detail.
11. Discuss the guidelines for copywriting for
 - a) Print Media
 - b) TV media
 - c) Outdoor Media.