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V Semester B.B.A. Degree Examination, March - 2021

**BUSINESS ADMINISTRATION**

**Advertising and Media Management (Elective : II)**

**(CBCS Scheme 2018 Batch Only+Freshers)**

**Paper : M.K : 5.6**

**Time : 3 Hours**

**Maximum Marks : 70**

**Instructions to Candidates:**

1. Answer Should be written in English Only.

**SECTION - A**

Answer any **Five** questions. Each question carries **Two** marks.

**(5×2=10)**

1. a) Mention any four features of Advertising.  
b) Expand AIDAS.  
c) Give the meaning of Advertising research.  
d) What do you understand by advertising copy?  
e) Bring out any two features of an advertising agency.  
f) What is an Advertising campaign?  
g) What do you mean by online advertising?

**SECTION - B**

Answer any **Three** questions. Each question carries **Six** marks.

**(3×6=18)**

2. Explain the stages involved in advertising campaign.
3. Explain DAGMAR approach in detail.
4. What are the features of an effective Ad-copy?
5. Write the functions of media research.
6. What are the functions of Advertising?

**[P.T.O.]**





(2)  
SECTION - C

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Answer any **Three** questions. Each question carries **Fourteen** marks. (3×14=42)

7. Explain the features of Advertising.
  8. Explain Advertising Budgeting methods in detail.
  9. Briefly explain various, indoor and outdoor Advertising methods. Analyse which amongst these methods will be more effective in attracting consumers.
  10. What is media planning? Explain in detail the factors influencing media planning.
  11. Explain the factors considered while selecting Advertising agencies.
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