[18–HRGPKAC–D6S]

BBA 6th Semester Exam., 2018

ADVERTISING AND PROMOTION STRATEGIES

[BBA (S6) 22 (MKT)]

(Optional)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer the following questions : 1×8=8

(a) Define 'institutional advertising'.

(b) Define communication.

(c) Define integrated marketing communication.

(d) What is 'out of home advertising'?

(e) Define reach and frequency of media planning.

(f) State the meaning of 'exhibitions and fairs'.

(g) Define copywriting.

(h) State the meaning of 'full service agency'.

2. Answer the following questions (each within *50* words) : 2×8=16

(a) What are ethics in advertising?

(b) State two characteristics of advertising.

(c) State two primary functions of advertising.

(d) State different components of promotion mix.

(e) State the meaning of 'Magazine advertising'.

(f) Define transit media.

(g) State the names of any two advertising companies of India.

(h) What is misleading ad?

3. Answer any *five* from the following questions (each in around *100* words) : 4×5=20

(a) Explain the concept of unique selling proposition (USP) with example.

(b) Discuss briefly the AIDA model of communication.

(c) Write a brief note on 'print media of advertising'.

(d) Write a brief note on creating print advertising.

(e) Discuss briefly different types of advertising agencies.

(f) Write a short note on the ethical issues of advertising in India.

4. Answer any *two* from the following questions (each in around *300* words) : 8×2=16

(a) Discuss briefly the DAGMAR model of advertising.

(b) Define business communication. Discuss the process of communication. 2+6=8

(c) Discuss briefly the broadcast media of advertising stating its advantages and disadvantages.

5. Answer any *two* from the following questions (each in around *400* words) : 10×2=20

(a) Write a brief note on design and layout of advertising. Also discuss the role of colour in advertising. 5+5=10

(b) Discuss briefly different functions of advertising agencies. Also write a note on client-agency relationship. 6+4=10

(c) Explain the six key issues relating to ethical considerations in advertising. Also discuss some ethical standards, which need to be followed in India. 6+4=10

(Continued)