[19HRGPKAC-D6S19M]

BBA 6th Semester Exam., 2019 (S)

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 advertising.

(b) Define communication.

(c) Define integrated marketing communication.

(d) Define advertising media.

(e) State why showrooms are considered as one of the advertising media.

(f) What is ethics in advertising?

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

(h) Define transit media of advertising.

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

(a) State two objectives of advertising.

(b) What is 'product advertising'?

(c) State two print media of advertising.

(d) Define reach and frequency of media planning.

(e) State two merits of 'film advertising'.

(f) What is creative thinking in advertising?

(g) Explain 'magazine advertising'.

(h) State two barriers of effective communication.

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

(a) Discuss the concept of Unique Selling Proposition (USP) with examples.

(b) Discuss briefly the 'AIDA model'.

(c) Discuss the guidelines for copy writing.

(d) State two merits and demerits of 'radio advertising'. 2+2=4

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

(f) Discuss briefly the 'role of colour in advertising'.

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

(a) Discuss briefly different types of advertising with examples.

(b) Discuss the broadcast media of advertising stating its merits and demerits.

(c) Discuss the factors to be considered while writing a copy of Print and Broadcast advertisement.

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

(a) Discuss the functions of advertising agency. Also discuss different types of advertising agency available in India. 5+5=10

(b) Write a brief note on involvement of social and legal factors in advertising. Also discuss the important issues related to ethics in advertising. 6+4=10

(c) Write brief notes on the following : 5+5=10

(i) Design and layout of advertising

(ii) DAGMAR model

(Continued)