

Model Paper – 1
Hi-Tech Institute of Engineering & Technology
B.B.A Examination
(Semester-3rd) Odd Semester
ADVERTSIEMENT MANAGEMENT
(BBA-301)

Time: 3 Hours

Maximum Marks: 75

Faculty Name: Mr. Ashish Diwakar

Note: Attempt questions from all sections as per instructions.

Section – A

Note: Attempt all questions.

5 x 3 = 15

1. What is Advertisement budget ?
2. What is media mix ?
3. What is concept testing ?
4. What is sales promotion ?
5. What are advertisement goal ?

Section – B

Note: Attempt any two questions.

2 x 7.5 = 15

6. What are the limitations of advertising?
7. What is competitor brand position?
8. Explain the two objective of pre advertising campaign research?

Section – C

Note: Attempt any three questions.

3 x 15 = 45

9. Explain advertising as a social process .is there any ethics in advertising?
10. Explain different factors and elements of marketing communication mix?
11. What are advertising expenses? How are they classified?
12. Discuss in detail outdoor media vehicles .Pinpoint in common merits and demerits.
13. What is motivational research and how does it differ from other form of research?

Roll No.:.....

Model Paper – 2
Hi-Tech Institute of Engineering & Technology
B.B.A. Examination
(Semester-3rd) Odd Semester
ADVERTSIEMENT MANAGEMENT
(BBA-301)

Time: 3 Hours

Maximum Marks: 75

Faculty Name: Mr. Ashish Diwakar

Note: Attempt questions from all sections as per instructions.

Section – A

Note: Attempt all questions.

5 x 3 = 15

1. What is publicity?
2. What is marketing mix communication?
3. Money spent on advertisement is a social waste.
4. What is continuous research?
5. What is primary and secondary media?

Section – B

Note: Attempt any two questions.

2 x 7.5 = 15

1. What do you mean by public relation?
2. What is the importance of integrated marketing communication?
3. What are the challenges to Dagmar approach.

Section – C

Note: Attempt any three questions.

3 x 15 = 45

1. What are the functional and emotional benefits that we deliver to customer?
2. Which method or approach of setting advertising goal is superior ?
3. Define print media .Also discuss the factor to be considered for print media advertising?
4. What are the various type of media available for advertising ?
5. Advertising sells the product do you agree with this ?
6. Define branding .discuss the characteristic of good brand.