

**AC-113**  
**BBA VI Sem. (Main & Re Exam.)**  
**Examination, June-2023**  
**(Held in August 2023)**  
**C-602**  
**Advertising Management**

*Time : Three Hours /*

*/ Maximum Marks : 70*

*/ Minimum Marks : 28*

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**Note :** There will be **three** sections. Attempt **all** questions from Section-A (2×10) approx 20 words, attempt any **four** questions from Section-B (5×4) approx 100 words and attempt any **three** questions from Section-C (10×3) approx 500 words.

**Section-A**

- ~~1.~~ What are the elements of advertising?
- ~~2.~~ Define ethics in advertising.
- ~~3.~~ Define media planning.
- ~~4.~~ Define the role of advertising agencies.
5. What is advertising copy?
- ~~6.~~ What are the factors affecting media selection.
- ~~7.~~ What is the role of advertising in economic development.
- ~~8.~~ Define marketing communication.
- ~~9.~~ What are the elements of IMC
- ~~10.~~ What is the importance of personal selling.

**P.T.O.**

### Section-B

1. Discuss types of advertising.
2. Discuss the role of advertising in marketing mix.
3. Differentiate between advertising, personal selling and promotion.
4. Define advertising budget. Detail the procedure of allocating advertising budget.
5. Classify and briefly explain advertising appeals.
6. Discuss the meaning and principles of Unique selling propositions.
7. Discuss in detail the role of advertising in social development.
8. What are the procedures undertaken for advertising a new product.
9. Discuss the process of communication.
10. Elaborate the methods used to evaluate Integrated marketing communication.

### Section-C

1. Explain in detail the advertising regulatory bodies.
2. What do you mean by market segmentation? Discuss with the help of examples the bases for market segmentation.
3. Define advertising campaign. Discuss the effectiveness of advertising campaign in detail.
4. Define Integrated marketing Communication. Elaborate the barriers of IMC.
5. Write short notes on:
  - (a) Unethical advertising
  - (b) Role of advertising in economy