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Roll No. ....

B.B.A.-III Sem.

**18086**

**B.B.A. Examination, Dec.-2024**

**Advertising Management**

**(BBA-301)**

**(New Course)**

*Time : Three Hours ]*

*[Maximum Marks : 75*

**Note :** Attempt **all** the sections as per instructions.

**Section-A**

**(Very Short Answer Type Questions)**

**Note :** Attempt **all** questions.  $5 \times 3 = 15$

1. ✓ List three primary objectives of advertising.
2. ✓ Define Industrial Advertising.
3. ✓ Is publicity can be negative? Comment.
4. ✓ Define Reminder-oriented product advertising?

**P.T.O.**

5. Differentiate between Internal and External Public Relation.

### **Section-B**

#### **(Short Answer Type Questions)**

**Note :** Attempt any **two** questions.

$$2 \times 7\frac{1}{2} = 15$$

6. "Sales Promotions are more effective when both 'push-pull' strategies are used at the same time." Discuss.
7. Who are the Active Participants in Advertising?
8. Discuss the key difference between Publicity and PR in terms of objectives, strategies and outcomes.

### **Section-C**

#### **(Detailed Answer Type Questions)**

**Note :** Attempt any **three** questions.

$$3 \times 15 = 45$$

9. Do you like the idea of transit advertising?

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What are possible benefits they have?  
Are there any disadvantages of such advertising?

- ✓ 10. Explain the role of media in advertising and also explain the steps involved in media planning.
11. Make sure the advertisements are not false or misleading. Comment.
12. What are the different types of sales promotion method? Discuss the various techniques used in Sales Promotion.
13. Discuss the social and economic aspects of advertising.