

(6 pages)

Reg. No. : .....

**Code No. : 22932 E**

**Sub. Code : SABA 31**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

Third Semester

Business Administration — Allied

ADVERTISING

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor is called \_\_\_\_\_.  
(a) sales promotion      (b) direct marketing  
(c) advertising            (d) personal selling
  
2. Advertising \_\_\_\_\_ define the task that advertising must accomplish with a specific target audience during a specific period of time.  
(a) objectives              (b) budgets  
(c) strategies              (d) campaigns

3. Which of the following is an objective of informative advertising?
  - (a) build brand preference
  - (b) change customer perceptions of brand value
  - (c) encourage customers to switch brands
  - (d) suggest new uses for a product
  
4. What is one of the primary goals of reminder advertising?
  - (a) maintain customer relationships
  - (b) build brand preference
  - (c) correct false impressions
  - (d) inform the market of a price change
  
5. All of the following are important decisions during the process of developing an advertising program except \_\_\_\_\_.
  - (a) setting advertising objectives
  - (b) setting the advertising budget
  - (c) developing advertising strategy
  - (d) selecting a target market



10. Which of the following are the three characteristics of an advertising appeal?
- (a) engaging, informative and stylish
  - (b) trendy, compelling and appealing
  - (c) meaningful, believable and distinctive
  - (d) unique, emotional and entertaining

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) Define Advertising. State the features of Advertising.

Or

- (b) Discuss the significance of Advertising.

12. (a) What are the different kinds of product advertising?

Or

- (b) Write a note on Informative Advertisements.

13. (a) Describe the elements of an Advertising plan.

Or

- (b) How to set an Advertising Budget?

14. (a) What are the advantages of outdoor media?

Or

(b) Briefly explain the steps involved in a media planning process.

15. (a) State any five essential qualities of a copy writer.

Or

(b) Explain few pre-testing techniques.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) Explain the functions of Advertising.

Or

(b) Describe the benefits of advertising to the Manufacturers and Consumers.

17. (a) What is institutional advertising? What are its objectives?

Or

(b) Explain the different types of advertising.

18. (a) Explain the steps involved in the process of advertisement planning.

Or

- (b) What are the factors affecting an advertising budget? Explain.

19. (a) Discuss the demerits of using TV as an advertising media.

Or

- (b) What are the factors to be considered for media selection?

20. (a) Explain the role of creativity in the advertising campaign.

Or

- (b) Explain the different types of advertising copy.
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