

Roll No.

Total No. of Questions : 13]

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Paper ID [B0151]

(Please fill this Paper ID in OMR Sheet)

BBA (BB - 803) (S05) (LE) (Sem. - 6th)

ADVERTISING AND SALES PROMOTION

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 x 2 = 30)

- a) Advertisement.
- b) Legal aspect of advertising.
- c) Brand extension.
- d) Media Vehicles.
- e) Copy Testing Methods.
- f) Define Media.
- g) AIDA concept.
- h) Brand Recall.
- i) ICT.
- j) In Door Advertising.
- k) Merchandising / Displays.
- l) Media Scheduling.
- m) Advertising Art and Layout.
- n) Copy Development.
- o) Transit Advertising.

Section - B

(9 x 5 = 45)

- Q2)** Discuss the four broad themes around which the advertising objectives can be set.
- Q3)** Discuss the pre and post copy testing. Also elaborate the copy testing methods.
- Q4)** 'Copy decisions are linked to advertising objectives, budgets and media choice'. Elaborate the statement.
- Q5)** Discuss the various method of assessing media performance.
- Q6)** State the objectives and vehicles of consumer sales promotion.
- Q7)** Why do marketers resort to sales promotion so heavily?
- Q8)** What role Visual Merchandising and display plays in sales promotion?
- Q9)** Advertising is wasteful expenditure for any business. Do you agree? Comment.
- Q10)** Write a note on advertising art and layout.
- Q11)** Discuss the various factors that are to be considered for the selection of a suitable media.
- Q12)** Discuss the ethical aspects of advertising.
- Q13)** Discuss the characteristics and problems of the internet and related ad platforms.

