

(6 pages)

Reg. No. :

Code No. : 12486 E Sub. Code : SABA 31

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

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. Advertising is undertaken to promote
 - (a) ideas
 - (b) goods
 - (c) services
 - (d) all of the above
2. Advertising is a tool of
 - (a) manufacture
 - (b) communication
 - (c) maintenance
 - (d) compensation

3. Institutional advertising
 - (a) is meant by building goodwill of a firms
 - (b) is also known as corporate advertising
 - (c) both (a) and (b)
 - (d) is called product advertising
4. POP stands for
 - (a) Point Of Purchase
 - (b) Period Of Purchase
 - (c) Purchase Of Product
 - (d) Plan Of Purchase
5. Advertising budget
 - (a) has a check on advertising expenditure
 - (b) has balanced focus
 - (c) facilitates planned execution
 - (d) all of the above
6. Advertisement plan
 - (a) is always expensive
 - (b) requires setting of objectives
 - (c) need not consider media
 - (d) is made by financial manager

7. Media planning has to consider
- (a) target audience
 - (b) cost of media
 - (c) both (a) and (b)
 - (d) manufacturing processes
8. Choice of newspaper depends on
- (a) circulation
 - (b) editorial content
 - (c) advertising rates
 - (d) all of the above
9. Captions are found in
- (a) advertisement copy
 - (b) displays
 - (c) quality
 - (d) raw material
10. The copywriter should consider
- (a) product
 - (b) prospect
 - (c) both (a) and (b)
 - (d) industrial disputes

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Discuss the functions of advertising.

Or

- (b) Is advertising essential for industrial products? Give reasons.

12. (a) What is public relations advertising?

Or

- (b) Write a note on financial advertising.

13. (a) Why is advertising budget prepared?

Or

- (b) Bring out advertising planning process.

14. (a) Explain the features of radio advertising.

Or

- (b) Bring out the importance of media planning.

15. (a) Explain the role of copywriter in advertising.

Or

- (b) Discuss the importance of body part of an advertisement.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Discuss advertising objectives.

Or

- (b) Examine the importance of advertising in the marketing of consumer durables.

17. (a) Compare and contrast primary advertising with selective advertising.

Or

- (b) Explain the features of national advertising with examples.

18. (a) Discuss method of preparing advertising budgets.

Or

- (b) Enumerate the factors to be considered, while developing advertising plan.

19. (a) Discuss the features of print media advertising.

Or

- (b) How to window displays help a marketer?

20. (a) Describe various elements of an advertising copy.

Or

- (b) Develop an advertising copy for any consumer product, you are familiar with.
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