

Mid-West University
Examinations Management Office
Surkhet, Nepal
End-Semester Examinations-2081
Bachelor of Business Studies (BBS)
Semester - VIII

Subject: Advertising Management
Full Marks: 60 Pass Marks: 30

Course Code: MKT 485
Time: 3:00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 1 = 10 MARKS)

Answer **ALL** the questions.

1. List out the tools of promotion mix.
2. Point out any four important points of advertisement to the firm.
3. What is Jingle? Give any one suitable example of Jingle.
4. What do you understand by typography?
5. Write the meaning of advertising media.
6. Discuss the meaning of advertisement layout.
7. Advertisement is a tool of sales promotion but some time it is not focus on target costumer. Comment.
8. Define the meaning of visualization.
9. What do you mean by advertising effectiveness testing?
10. Point out any two difference between advertising and publicity.

SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)

Answer any **THREE** questions.

11. Define integrated marketing communication (IMC) and its process. [2+6]
12. Define media scheduling. What factors are affecting media selection? [2+6]
13. Write about the meaning of digital media. Briefly explain the strengths and weaknesses of digital media. [2+6]
14. Write about the meaning of advertising agency. Explain its structure and functions of advertising agency. [2+6]
15. Write short notes on (any two) [4+4]
 - a. Resellers advertising
 - b. Strengths and weaknesses of outdoor media.
 - c. Government advertisement

SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Answer any **TWO** questions.

16. What is advertising? Discuss the various features and importance of advertising. [2+5+6]
17. Define advertisement copy. Describe the major elements of an advertisement copy. [2+11]
18. Clarify the advertisement budget. What are the various methods of determining advertisement budget?
Discuss. [2+11]

THE END