

MID-WESTERN UNIVERSITY
FACULTY OF MANAGEMENT
FINAL EXAMINATION: 2075
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER - VIII

Subject: Advertising Management
Full Marks: 100

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 2 = 20 MARKS)

Answer **ALL** questions.

- Q1. What is advertising?
- Q2. What is integrated marketing communication?
- Q3. Write the concept of visual.
- Q4. What is layout?
- Q5. What is media?
- Q6. What do you mean by copy?
- Q7. Write the meaning of advertising budget.
- Q8. Give the concept of typograph.
- Q9. Write any two functions of advertisement.
- Q10. Define headline.

SECTION B: SHORT ANSWER QUESTIONS (6 X 8 = 48 MARKS)

Answer any **SIX** questions.

- Q11. What do you mean by promotion mix tool? Enlist these tools and explain them. (2+6)
- Q12. Explain the scope and importance of advertisement. (8)
- Q13. Describe the basic elements of advertisement copy. (8)
- Q14. Highlight the vital role of media. (8)
- Q15. Explain the factors affecting media selection. (8)
- Q16. Discuss the process of advertising budget. (8)
- Q17. Define advertising agency. Explain the major functions of advertising agency. (8)
- Q18. Highlight the promotion mix strategy. (8)

SECTION C: LONG ANSWER QUESTIONS (2 X 16 = 32 MARKS)

Answer any **TWO** questions.

- Q19. Discuss the process of integrated marketing communication. (16)
- Q20. Discuss the different forms of advertising by producers, retailers, government and social aspect. (4+4+4+4)
- Q21. What do you mean by about heading and sub-heading? Explain the different types of media. (2+2+12)

