

2023

Full Marks - 70

Time - As in the Programme

Answer ALL questions.

Group – A

(Each question carries 2 marks)

1. Answer the following questions in two sentences each.
 - a) What do you mean by Shortage Advertising ?
 - b) What are the objectives of advertising?
 - c) 'Advertising promotes consumer welfare'- Define.
 - d) What are the tips for writing successful headline in a copy ?
 - e) Who are involved in the process of advertising ?
 - f) What skills does a person in advertising field needs the most ?
 - g) What is Institutional Advertising ?
 - h) What do you mean by Promotion Mix ?
 - i) What is Media-scheduling ?
 - j) What is the difference between public relation and publicity ?

P.T.O.

[2]
Group – B

(Each question carries 10 marks)

2. Define Advertisement. Describe the role of advertising in marketing process.

OR

Describe the client agency relationship and describe the compensation arrangements that might exist between a client and an agency.

3. What is an Advertisement Copy ? Explain the steps in preparing an advertisement copy.

OR

Design a suitable layout for two-wheeler advertisement in regional newspaper.

4. Describe DAGMAR Approach of measuring advertisement effectiveness.

OR

What do you mean by Pre-Testing of advertisement? Describe some pre-testing techniques of measuring ad effectiveness.

5. What is Advertisement Budget ? What methods are used in determining the advertisement budget ?

[Cont....

[3]
OR

What is Online Advertising ? What are the effective methods of E- Advertising ?

6. What is Sales Promotion ? Describe different types of sales promotion.

OR

Write short notes on:

- a) Public Relation.
- b) Sales Force Planning.



V - S - BBA - ASP - P - 503 - (R&B)