

Total No. of Questions : 4]

SEAT No. :

PB-1423

[Total No. of Pages : 2

[6225]-405

S.Y. B.B.A.

405A : Advertising and Promotion Management
(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions. [5]

- i) _____ carry the company's name and logo.
 - a) Coupons
 - b) Gifts
 - c) Catalogues
 - d) Free Samples
- ii) _____ can be defined as the 'frame' of the advertisement.
 - a) Caption
 - b) Border
 - c) Decoration
 - d) Mascot
- iii) _____ is best fit for new launches, new products and newmakers.
 - a) Blog Advertising
 - b) Social Media Advertising
 - c) Affiliate Marketing
 - d) Social Engine Marketing
- iv) _____ connects the client and the media.
 - a) Advertising Agency
 - b) Advertising Planning
 - c) Advertising Budget
 - d) Advertising Department
- v) _____ is the sales argument for a product or service expressed in a few words.
 - a) Slogan
 - b) Illustration
 - c) Logo
 - d) Trademark

P.T.O.

B) Match the pairs : [5]

A	B
i) Advertising	a) Displays
ii) Portfolio Tests	b) Benefit of Internet Advertising
iii) POP	c) Paid form
iv) Brand Awareness	d) Type of Internet Advertising
v) Keyword Advertising	e) Recall

Q2) a) Explain the types and purpose of Internet Advertising. [10]

OR

b) State the objectives of measuring Advertising effectiveness. [10]

Q3) a) Define Advertising Copy. State the various types of Advertising copy. [10]

OR

b) Describe the various sales promotion techniques. [10]

Q4) Short notes (any 4) [20]

- a) AIDA formula.
- b) Bait & Switch Advertising issues
- c) Advertising Media.
- d) Advertising Agency.
- e) Cross Promotion.
- f) Social Media Advertising.

