

Total No. of Questions : 4]

SEAT No. :

PD1403

[6440]-605

[Total No. of Pages : 2

S.Y. B.B.A.

**405 - A : 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]

- a) _____ means measuring the advertising effect as the degree to which it is successful in achieving its objectives.
 - i) Advertising Agency
 - ii) Advertising effectiveness
 - iii) Advertising Budget
 - iv) Advertising Department
- b) _____ is best fit for new launches, new products and new makers.
 - i) Blog advertising
 - ii) Social Media Advertising
 - iii) Affiliate Marketing
 - iv) Social Engine Marketing
- c) _____ Carry the company's name & Logo.
 - i) Coupons
 - ii) Gifts
 - iii) Catalogues
 - iv) Free samples
- d) _____ Can be defined as the 'Frame' of the advertisement.
 - i) Caption
 - ii) Border
 - iii) Decoration
 - iv) Mascot
- e) _____ is one integral part of the total marketing and advertising plan.
 - i) Media Research
 - ii) Media Mix
 - iii) Media Profile
 - iv) Media Planning

P.T.O.

B) Match the pairs : [5]

Group-A

- a) Advertising
- b) Portfolio Tests
- c) Online advertising
- d) Caption
- e) POP

Group-B

- i) Digital advertising
- ii) Displays
- iii) Subtitle
- iv) Recall
- v) Paid form

Q2) a) Describe the various components of Advertising layout. [10]

OR

b) State the various factors affecting sales promotion Growth. [10]

Q3) a) Explain the importance and functions of Media Research. [10]

OR

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

Q4) Write short notes on: (any 4) : [20]

- a) Cross promotion
- b) A.I.D.A. formula
- c) Surrogate Promotion
- d) Bait & Switch Advertising Issues
- e) Copy creation
- f) Social Media Advertising