

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
School of Business Backlog Examination, June 2023 [Programme: BBA] [Semester: II] [Batch:]				
Course Title: Advertising Management Course Code: F010203TB		Max Marks: 100 Time: 3 Hrs.		
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks)		5 Marks each		
1.	Define Advertising and explain the importance of advertising.	K1	CO1	5
2.	Explain various types of advertising with examples.	K1	CO2	5
3.	Outline the factors used to set objectives of advertising.	K2	CO2	5
SECTION-B (40 Marks)		10 Marks each		
4.	Explain different message appeals with the help of examples	K2	CO1	10
5.	Differentiate between advertising and personal selling with examples.	K4	CO2	10
6.	Distinguish between public relation and publicity	K4	CO3	10
7.	Examine the role of a) sponsorship and b) Event Management in enhancing brand image. OR Examine the factors you will consider to create radio advertisement for your company selling high quality stationary.	K4	CO4	10
SECTION-C (45 Marks)		15 Marks each		
8.	Analyze the relationships between advertising agency and client. Explain the different types of advertisement agencies with examples.	K3/K4	CO3	15
9.	Assess the different methods of determining advertising budget with suitable examples.	K5	CO4	15
10	You have been hired as an advertising manager for a leading consumer goods company in India. The company is planning to launch a new product in the market and wants to create an effective advertising campaign to generate awareness and drive sales. Apply your knowledge of advertising planning to develop a comprehensive advertising plan for the company's new product launch OR Develop strategies to monitor and respond to customer feedback, reviews, and comments in a timely and professional manner. Propose measures to mitigate potential reputation risks and leverage positive customer experiences to enhance the brand's online image.	K5/K6	CO5	15