



VI Semester B.B.A. Degree Examination, May/June - 2025

(NEP Scheme)

**BUSINESS ADMINISTRATION**

**Advertising and Media Management**

**Paper : 6.4**

**Time : 2½ Hours**

**Maximum Marks : 60**

**Instructions :**

**All answers should be written only in English.**

**SECTION - A**

**Answer any five sub-questions of the following. Each question carries two marks. (5×2=10)**

1. a) Expand AIDA.
- b) Give the meaning of Transit Advertising.
- c) State any two disadvantages of Outdoor Advertising.
- d) Define Copy Rights.
- e) What is an Advertising Campaign?
- f) What are public Relations?
- g) What do you mean by advertising copy testing?



**SECTION - B**

**Answer any Three of the following. Each question carries Four marks.**

**(3×4=12)**

2. Explain the elements of IMC. Integrated marketing Communication.
3. Give the objectives of Media Planning.
4. Explain the methods of determining advertising Budget.
5. Explain the major institutions involved in Advertising Management.
6. How to measure advertising effectiveness? Explain the criteria.

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**SECTION - C**

**Answer any Three of the following. Each question carries Ten marks.**

**(3×10=30)**

7. Explain the legal and social Aspects of advertisement.
8. What are the different types of Advertisements? Explain.
9. What are Buying Motives? Explain the different types of Buying Motives.
10. Enumerate advertising as a communication process.
11. Discuss the functions of Advertising Agency.

**SECTION - D**

**Answer any One of the following. Each question carries Eight marks.**

**(1×8=8)**

12. List out types of outdoor Advertisement.

**(OR)**

13. Give the process in selecting Advertising Agency.

