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B.B.A. (Semester VI) EXAMINATION, 2018

605-B : ADVERTISING AND SALES PROMOTION MARKETING

(Specialization—III)

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) Answer any *five* questions.

(ii) *All* questions carry equal marks.

1. Discuss in detail the basics of Media decisions. [16]
2. What is meant by Media research ? Explain the importance and functions of Media Research. [16]
3. Describe the principles and components of Advertisement Layout. [16]
4. What is an Advertising Agency ? Explain the structure and types of Advertising Agency. [16]
5. Explain the importance and classification of advertising in detail. (Give suitable examples). [16]

P.T.O.

6. Write short notes on (any *four*) : [4 each]

- (i) Pop-up Advertisement
- (ii) Techniques of Sales Promotion
- (iii) Internet Advertising
- (iv) Cross Promotion
- (v) AIDA.