

Total No. of Questions—6]

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BBA (Sem. VI) EXAMINATION, 2017
ADVERTISING AND SALES PROMOTION
(Specialisation III : Marketing)
(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) Question No. 6 is compulsory.

(ii) Solve any *four* questions from Question Nos. 1 to 5.

(iii) Figures to the right indicate full marks.

(iv) Illustrate with examples.

1. Define Advertising and Sales Promotion. Give the difference between traditional and modern advertising. [16]
2. Design layout format for FMCG product and throw light on different components of advertisement layout. (Student can select any FMCG product of their choice.) [16]
3. What do you mean by advertising media ? Write a detailed note on factors affecting media selection. [16]
4. Define a brand and describe the brand management process in detail. [16]

P.T.O.

5. Define Advertising. State its types and functions in detail. [16]
6. Write short notes on (any *four*) : [16]
- (a) Cross promotion
 - (b) Surrogate selling
 - (c) Internet advertising
 - (d) Brand Equity
 - (e) The Drug and Magic Remedies Act, 1954.