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No. of printed pages: 01

(A-2) **SARDAR PATEL UNIVERSITY**
BBA (I.T.M) EXAMINATION-2013, SEMESTER-V
Monday, 23 March 2015
10.30 am to 1.30 pm
ADVERTISING MANAGEMENT [UM05EBBI02]

Total Marks: 60

Note: Figures to the right indicate full marks.

- Q-1 (A) Explain the importance of advertising in detail. [08]
Q-1 (B) Discuss various methods for deciding advertising budget. [07]

OR

- Q-1 (A) Discuss various message execution styles with examples. [08]
Q-1 (B) Discuss advantages and disadvantages of broadcasting advertising and electronic advertising medium. [07]
Q-2 (A) Discuss the steps in developing effective communication. [08]
Q-2 (B) Write a note on AIDA model. [07]

OR

- Q-2 Explain social and ethical aspects of advertising with examples. [15]
Q-3 (A) Discuss different types of advertising appeals with examples. [08]
Q-3 (B) Discuss various components of layout. [07]

OR

- Q-3 (A) Discuss post copy testing methods of advertising. [08]
(B) Discuss different types advertising copy appropriate for print media. [07]
Q-4 (A) Write a note on types of advertising department. [08]
Q-4 (B) Explain selection advertising agency. [07]

OR

- Q-4 (A) Explain in detail compensation of advertising agency. [08]
Q-4 (B) Write a note on role of creativity strategy in advertising. [07]