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SARDAR PATEL UNIVERSITY
BBA (ITM) SEMESTER V
SATURDAY, 27th OCTOBER 2018
TIME: 10:00 A. M TO 12:00 P. M
UM05EBBI02
ADVERTISING MANAGEMENT

MARKS: 60

NOTE: Figures to the right indicate marks.

- Q.1 What is advertising? Discuss at length the objectives of advertising. [15]
OR
Q1 Describe the 5 M's of advertising in detail. [15]
- Q.2 Give explanation of the AIDA Model of advertising. [15]
OR
Q.2 [A] What are the steps for developing effective communication? [08]
Explain.
[B] Write a note on: Social issues for advertising. [07]
- Q.3 Give explanation on the types of appeals of advertisement layout. [15]
OR
Q.3 Write a detailed note on: post testing methods. [15]
- Q.4 Clarify how an Ad agency can be selected and appraised. [15]
OR
Q.4 [A] Give explanation on compensation of an Ad agency. [08]
[B] Narrate the role of creative strategy. [07]

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