

Seat No: _____

No. of printed pages 01

[8]

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? Explain. **[08]**
- [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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