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DEBB605

Reg. No.

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VI Semester B.B.A. Degree Examination, June/July - 2025

BUSINESS ADMINISTRATION

Advertising and Media Management

(NEP Scheme)

Time : 2½ Hours

Maximum Marks : 60

Instructions to Candidates :

Answers should be written in English only.

SECTION - A

Answer any Five of the following questions. Each question carries 2 marks.

(5×2=10)

1. a) What is Perception in advertising?
- b) What is brand transformation?
- c) What is Symbolism?
- d) What is Media Budgeting?
- e) Mention any four types of advertising appeal.
- f) What is Cross-cultural appeal?
- g) Expand i) AIDA Model and
ii) DAGMAR in setting advertising objectives.

SECTION - B

Answer any Four of the following questions. Each question carries 5 marks.

(4×5=20)

2. Briefly explain any five elements of Marketing communication Mix.
3. Explain any five key drivers of Cognition.
4. Write a note on ABC Model of Customers Attitude. Briefly explain the three elements of the model.
5. Give a brief note on any five Common message tones in advertising.
6. Explain any five benefits of Bundle offers.

[P.T.O.]

**SECTION - C**

Answer any Two of the following questions. Each question carries 12 marks.

(2×12=24)

7. What is Consumer Sales Promotion? Explain its Objectives in detail.
8. Briefly explain the AIDA Model. How does the concept help in setting goals and objectives in the context of IMC.
9. Explain the Caples principle of Advertising.

SECTION - D

Answer any One of the following questions. Each question carries 6 marks.

(1×6=6)

10. List out ethical issues in advertisement.
 11. List out types of outdoor advertisement.
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