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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.

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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.