



K23U 2287

Reg. No. :

Name :

**V Semester B.B.A. Degree (CBCSS – O.B.E. – Regular/Supplementary/
Improvement) Examination, November 2023
(2019 – 2021 Admissions)
Core Course
III – MARKETING
5B13BBA : Advertising and Brand Management**

Time : 3 Hours

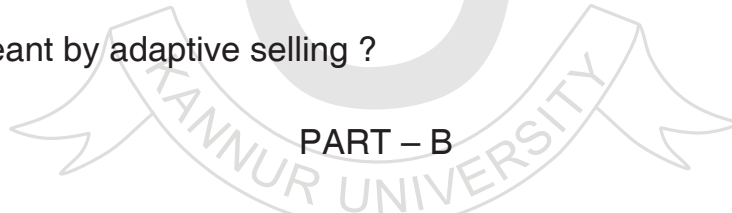
Max. Marks : 40



I. Answer **all** questions in **one/two** sentences. **Each** question carries **1** mark.

- 1) What is meant by internet advertising ?
- 2) What is advertising campaign ?
- 3) What is meant by ad-agency ?
- 4) What is meant by brand management ?
- 5) What is meant by media research ?
- 6) What is meant by adaptive selling ?

(6×1=6)



II. Answer **any 6** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks.

- 7) What is PACT ?
- 8) What do you mean by permission marketing ?
- 9) What is meant by media planning ?
- 10) What is meant by advertising appeals ?
- 11) What do you mean by soft-sell advertising ?

P.T.O.



12) What is meant by publicity ?

13) What is meant by sales territory ?

14) What is meant by AIDA ?

(6×2=12)

PART – C

III. Answer **any 4** questions **not** exceeding **one** page. **Each** question carries **3** marks.

15) Explain the disadvantages of internet advertising.

16) Discuss the objectives of advertising.

17) Explain the benefits of advertising budget.

18) Which are the different components of advertisement copy ?

19) Explain the objectives of sales promotion.

20) Discuss the legal aspects of advertising.

(4×3=12)

PART – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** carries **5** marks.

21) Explain about the functions and services of ad-agencies.

22) Explain the objectives of brand management.

23) Which are the qualities of a good copy writer ?

24) Elaborately discuss different types of advertising.

(2×5=10)
