



NP – 967

**VI Semester B.B.A. Examination, June/July 2026
(NEP)**

BUSINESS ADMINISTRATION

MK – 2 : Advertising and Media Management (Marketing Elective)

Time : 2½ Hours

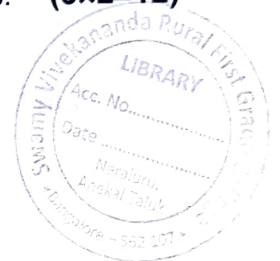
Max. Marks : 60

Instruction : Answer should be written in **English** only.

SECTION – A

1. Answer **any six** sub-questions of the following. **Each** carries 2 marks. **(6×2=12)**

- Define IMC.
- Expand DAGMAR.
- What is consumer behaviour ?
- What is media planning ?
- What do you mean by Advertising Budget ?
- What do you mean by copy writing ?
- What is sales promotion ?
- What is Media Research ?



SECTION – B

Answer **any three** of the following. **Each** carries 4 marks.

(3×4=12)

- Explain marketing communication mix.
- Explain merits and demerits of TV advertisement.
- Explain the objectives of advertising copy.
- Explain the functions of public relations.
- Explain the role of advertising agencies.

P.T.O.



SECTION – C

Answer **any three** of the following. **Each** carries **12** marks.

(3×12=36)

7. Explain the role of advertising in India's Economic development.
 8. Explain the functions of advertising agencies.
 9. Explain the various outdoor medias of Advertising.
 10. Explain on factors affecting media selection.
 11. Explain the application of sales promotion in different domains.
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