

**Bachelor of Business Administration
Annual Examinations – 2006**

**Paper BBAD - 403
Advertising Fundamentals**

Time allowed: Three hours

Maximum Marks: 100

SECTION – I

Marks

Q1. Fill in the blanks

1X15=15

- a) Advertising is a part of _____.
- b) _____ is one of the benefits of Advertising.
- c) Three distinct processes in perception are _____, _____, _____.
- d) For segmentation three strategic options are available 1) _____, 2) _____, 3) _____.
- e) In opinion of Joseph Plummer is one of the opinion that there are three components to a brand image 1) _____ 2) _____ 3) _____.
- f) According to DAGMAR approach, hierarchical model based with four stages 1) _____, 2) _____, 3) _____, 4) _____.

SECTION – II

Q2. Answer any five questions. Each question should be answered in about 75-100 words.

5X6=30

1. What is meant by the term “Promotion Mix”? Mention the important elements of Promotion mix.
2. Define advertising. How long it differ from publicity and propaganda?
3. Why is it important for promotional planners to understand consumer behaviour?
4. Explain the various types of consumer advertising.
5. What do you mean by over exposure? Why is it dangerous?
6. Explain comparative advertising.
7. What is meant by source in advertising? What qualities should a good source must possess?

SECTION – III

Q3. Attempt any six questions in about 300-400 words.

6X10=60

1. Explain the role, functions and benefits of advertising.
2. Discuss the economic, social, and ethical issues in advertising.

3. Which advertising objective would you prefer as an advertiser: sales or communication? Explain your answer. What is DAGMAR approach? Why is it criticized?
4. Segment the Indian market for a brand of toothpaste that removes stains. Explain the basis of your segmentation at each and every step.
5. Discuss the various media available to advertisers. Explain the advantages and limitations of each media.
6. What is creativity? Can it be learned? What are the steps involved? Discuss in detail.
7. Discuss about advertising research in detail. How does it help advertisers?
8. Develop an advertising campaign plan. What essential elements would you consider? Explain in detail.
9. Discuss the various appeals used in advertising. Which according to you would be able to evoke maximum response? Also, mention the conditions and situations favouring the use of individual appeals.