

27/5/24



**DOON UNIVERSITY, DEHRADUN**

**End Semester Examination, 2024**

(Odd/Even Semester)

**School of Management — Department Name: Management**

**Programme Name: BBA Semester IV**

**Course Code with Title: Advertising Management DSE2/GE4**

*Time Allowed 2.00 Hours*

*Maximum Marks: 50*

**SECTION: A**

**(Very Short Answer Type Questions)**

**(Two mark each)**

1. Integrated marketing communication is defined as \_\_\_\_\_ ?
2. What are the two main functions of Advertising?
3. Define Advertising?
4. DAGMAR stands for \_\_\_\_\_ ?
5. Two Examples of hybrid media are \_\_\_\_\_ & \_\_\_\_\_ ?
6. What is the role of Advertising agencies? Write any two roles.

**SECTION: B**

**(5 marks each)**

**(Briefly attempt any four Questions)**

1. What is Local advertising? Name some major platforms used in local advertising?
2. Differentiate between International Advertising and Local Advertising?
3. Briefly discuss the role of ethics and truths in advertising.
4. Briefly discuss any two types of advertising budgets.
5. What is a Media Mix?

**SECTION: C**

**(Long Answer Type Questions).  
(Attempt Any three the Questions)**

**(6 marks each)**

1. What is advertising research? What are the steps involved in Advertising research?
2. Discuss advertising copy with reference to meaning, components and types?
3. Discuss the Various types of Advertising Budget?
4. Explain the process of Media Planning?

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