

Punjab Technical University
BBA Examination 2006-2007

BBA (Semester – 5th - 6th) ADVERTISING AND SALES PROMOTION 2007

Time : 03 Hours Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is compulsory.**
- 2) Attempt any Nine questions from Section - B.**

Section-A

Q1) [15 × 2 = 30]

- a) Communication Barriers.
- b) Advertising of new products.
- c) Institutional Advertising.
- d) Social Advertising.
- e) Economic aspects of advertising.
- f) Advertising copy.
- g) Story Copy.
- h) Branding.
- i) Radio Commercials.
- j) Advertising Campaign.
- k) Media Scheduling.
- l) Transit Media.
- m) Print Media.
- n) Sales Promotion.
- o) Ethics in advertising.

Section-B

[9 × 5 = 45]

Q2) Discuss the various basis of classification of advertising. Give examples.

Q3) Discuss the social aspects of advertising. Give examples.

- Q4) Discuss the role of advertising in the marketing mix.
- Q5) Advertising is wasteful expenditure for any business. Comment.
- Q6) What is advertising copy. How is it written.
- Q7) Discuss the headlines and the basis of writing them.
- Q8) What is campaign planning. Discuss the various steps involved in it.
- Q9) Discuss the requisites of an effective layout.
- Q10) What is media planning. Discuss the various factors that are to be considered for the selection of a suitable media.
- Q11) Write a note on different types of media available to advertisers.
- Q12) What is the importance of Sales Displays.
- Q13) Discuss the legal aspects of advertising.