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VI Semester B.B.A. Degree Examination, June/July - 2026

BUSINESS ADMINISTRATION

Advertising and Media Management

(NEP 2021 Scheme F&R)

Paper : MK-2 6.4

Time : 2½ Hours

Maximum Marks : 60

Instructions to Candidates:

Answers should be written in English only.

SECTION - A**Answer any Five of the following questions.****(5×2=10)**

1. a) What is cognition?
- b) Expand AIDA.
- c) What do you mean by ethics in advertising?
- d) Give the meaning of advertising appeals.
- e) What is viral marketing?
- f) What is agency relationship?
- g) Give the meaning of advertising budget.

**SECTION - B****Answer any Four of the following questions.****(4×5=20)**

2. Mention any five uses of research in advertising planning.
3. Explain in brief any five functions of advertising agency.
4. Explain the essential features of advertising copy (any Five).
5. Explain the stages of evaluation in advertising effectiveness.
6. Explain any five advantages of using print media in advertising.

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SECTION - C

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Answer any Two of the following questions.

(2×12=24)

7. Explain social economic and legal aspects of advertising.
8. Explain the different methods of determining advertising appropriation.
9. Define event. Explain the importance of event management.

SECTION - D

Answer any One of the following question.

(1×6=6)

10. Write a note on guidelines for copy writing.
 11. List out the different modes of advertisement.
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