



*Yogoda Satsanga Mahavidyalaya*

(Established in 1967)

NAAC Accredited B++ (CGPA 2.89)

Affiliated to Ranchi University & registered under 2 (F) & 12 (B) of UGC Act



## **BBA SEMESTER -IV**

### **PAPER NAME- ADVERTISING & SALES PROMOTION**

#### **PAPER CODE C-9**

#### **Short Answer Questions. (5 Marks)**

1. Distinguish personal Vs non-personal.
2. What is advertisement?
3. Why advertisement is needed?
4. What is copyright?
5. Define the characteristics of good copy of advertisement?
6. Who is target audience?
7. Define advertising media.
8. What is advertisement budget?
9. What is competitive advertising?
10. What is the process of advertisement?
11. What are objectives of media?
12. What is the media strategy in advertising?
13. What do you mean by message structure?
14. Explain the term "media scheduling"
15. What are the types of scheduling?

#### **Logn answer questions. (15 marks)**

1. Explain the types and media characteristics.
2. What are the different types of sales promotion? Define the importance & need of sales promotion?
3. What are the features & functions of advertising?
4. What is the pragmatic difference between public relations and publicity?
5. What are the common sales promotion strategies and tactics?
6. How is the target market identified under advertising?
7. Define Media Planning? Develop and implement media strategies?
8. Explain DAGMAR & AIDA model?
9. What are the various media vehicles used under advertisement?
10. What is campaign planning? Discuss the various steps involved in it.
11. Write a note on different types of media available to advertisers.



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12. How effective is online advertising? Which type of products should be advertised online?
13. What are the objectives of Advertising standards Council of India (ASCI) & The Advertising Agencies Association of India (AAAI)
14. What are the various ways to measure the effectiveness of an advertising campaign?
15. What are types of advertising agencies Concept & How to select of advertising agencies?