

6. What is the role of DAGMAR in setting advertising objectives?
7. Discuss the different components of copy in advertising.
8. What are the key factors to consider when selecting media for an Ad campaign?
9. How is the effectiveness of an Advertisement evaluated?

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Roll No. :

Total No. of Questions : 9] [Total No. of Printed Pages : 4

F010501T(B)

BBA (Sem.-V) (NEP) Examination, 2024-25

(Major)

MARKETING COMMUNICATION

Time : 1½ Hours]

[Maximum Marks : 75

Note : 1. Attempt questions from all sections as directed.

2. The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

3. "B" copy will not be provided.

Section-A

Note : Attempt any four questions. Each question carries 6.25 marks. Maximum 150 words each. [4x6.25=25]

1. (a) Define Integrated Marketing Communication (IMC) and explain its importance in modern advertising.
- (b) What are the main objectives of Advertising? List and briefly describe them.
- (c) Describe the DAGMAR approach and its role in setting advertising objectives.
- (d) Explain the AIDA model in the context of consumer behaviour.
- (e) What is a creative strategy in Advertising? Give an example.
- (f) Define media planning and discuss its importance in marketing communication.
- (g) Explain the concept of copywriting and its role in Advertising.
- (h) Write in brief the process of communication.
- (i) Why media scheduling is important?

Section-B

Note : Attempt **any two** questions. Each question carries **12.5** marks. Maximum **500** words each. [2x12.5=25]

2. Discuss the consumer and mental process in buying decisions. How does the Information Processing Model explain consumer behaviour?
3. Explain the methods for setting an Advertising Budget. Compare the Top-Down and Build-Up approaches with examples.
4. Describe the different types of media used in Advertising. What are the key factors to consider when selecting media for an Ad campaign?
5. What is the role of Advertising Agencies? Describe the types of services offered by advertising agencies and their relevance to the advertising process.

Section-C

Note : Attempt **any two** questions. Each question carries **12.5** marks. Maximum **500** words each. [2x12.5=25]