

C 5405–D

B.B.A. (Three Year) DEGREE EXAMINATION, OCTOBER/NOVEMBER 2017.

End Semester Examination

Fifth Semester

(Regular/Supplementary)

Paper V : ADVERTISING AND MEDIA MANAGEMENT

Time : 3 Hours

Max. Marks : 70

PART — A

Answer any FIVE of the following questions. **(5 × 4 = 20 Marks)**

1. Public relations vs. Advertising.
2. List out four elements of public relations.
3. Brand management.
4. Political advertising.
5. GRP goals.
6. Consumer segmentation.
7. Media selection.
8. Brand Personality.

PART — B

Answer ALL the following questions. **(5 × 10 = 50 Marks)**

UNIT I

9. (a) What is the essence of public relations? Also explain its basic nature and scope.

Or

- (b) Define the word public relations. Also highlight the practical utility of public relations for modern business organisations.

Turn Over

UNIT II

10. (a) How public relations will improve communication?

Or

(b) How public relations are useful in establishing major policy decisions.

UNIT III

11. (a) What are the elements of marketing mix? Explain with suitable examples.

Or

(b) What are the basis for market segmentation?

UNIT IV

12. (a) Enumerate the relative merits and demerits of radio and television spots as advertising.

Or

(b) Elaborate the main types of advertising used by a firm with their suitability.

UNIT V

13. (a) Write a critical note on creativity in media planning.

Or

(b) Attempt the following:

(i) Computerized media selection.

(ii) Media mix.
