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No. of Printed Pages : 1

**SARDAR PATEL UNIVERSITY**  
**BBA (Fifth Semester) Four Years (NC) CBCS Examination**  
**14<sup>TH</sup> November, 2017, Tuesday**  
**10.00 a.m. to 12.00 p.m**  
**Advertising Management (UM05EBBI02)**

Total Marks: - 60

Note: Figures to the right indicate marks

Q.1) Define advertising and discuss message and media decision of advertising (15)

OR

Q.1) Write a detailed note on objectives of advertising. (15)

Q.2) Explain the steps for developing effective communication (15)

OR

Q.2) Explain ethical and social issues affecting advertising decision (15)

Q.3) Describe the types of advertisement copy with relevant example. (15)

OR

Q.3) Explain pre- testing methods to evaluate the effectiveness of an advertisement (15)

Q.4) Write a note on types of department structure found in an ad agency. (15)

OR

Q.4) Discuss the selection and appraisal format followed in an ad agency. (15)

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