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# GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY, ODISHA, GUNUPUR (GIET UNIVERSITY)

B. B. A (Sixth Semester) Examinations, April 2025

## 21BBAPC36001 - Advertising and Brand Management (BBA)



Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

### PART – A

(2 x 10 = 20 Marks)

Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Define an advertising agency.	CO1	K1
b. What is an advertising campaign?	CO1	K1
c. Define creative tactics in print media.	CO2	K1
d. What are rational appeals in advertising?	CO2	K2
e. What are the key components of media planning?	CO3	K1
f. Define brand equity.	CO3	K1
g. What is the media mix in advertising strategy?	CO4	K2
h. What is a creative strategy in media planning?	CO4	K2
i. State the importance of scheduling in media strategy	CO5	K1
j. Define reach and frequency in media planning	CO5	K1

### PART – B

(8 x 5 = 40 Marks)

Answer **all** the questions

	Marks	CO #	Blooms Level
2. a. Explain the different types of advertising agencies with examples. (OR)	8	CO1	K2
b. Explain the different execution styles used in advertising.	8	CO2	K3
3.a. Explain the different steps in the creative process of advertising (OR)	8	CO2	K3
b. Compare the different methods of setting an advertising budget.	8	CO2	K3
4.a. Explain the key steps in market analysis and their importance in media planning. (OR)	8	CO1	K2
b. Explain the key steps in market analysis and their importance in media planning.	8	CO2	K3
5.a. Describe the components and importance of a media mix in campaign planning (OR)	8	CO3	K2
b. Discuss the advantages and disadvantages of brand extensions using real-life examples. (OR)	8	CO5	K4
6.a. How can media strategies be used to reach a target market effectively? (OR)	8	CO3	K3
b. Examine the challenges faced in media planning in today's digital landscape.	8	CO3	K4

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