



বিদ্যাসাগর বিশ্ববিদ্যালয়

VIDYASAGAR UNIVERSITY

3rd Semester Examination 2021

BBA (Hospital Management)

PAPER—SEC1B

ADVERTISING AND SALES PROMOTIONS

Full Marks : 50

Time : 2 Hours

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

A. Answer any *two* questions.

2×2

1. State the definition of advertising.
2. What is media planning?
3. Define sales promotion.
4. What do you mean by advertising agencies?

- B.** Answer any *three* questions. 3×12
- 5.** What do you mean by communication? State the effective process of communication. Enumerate the barriers to effective communication. 2+5+5
- 6.** What is advertising budget? Discuss the process of advertising budget. 3+9
- 7.** What is advertising media? State the various types of advertising media. 2+10
- 8.** State the various methods of sales promotion. Differentiate between advertising and promotion. 7+5
- 9.** State the various department involved in advertising agency. What are the techniques to measure the advertising effectiveness? 6+6
- 10.** Write short notes on the following (any *two*) : 6+6
- (a) Media Scheduling
 - (b) Advertising Ethics
 - (c) Communication MIX
 - (d) POP Display.

(Internal Assessment - 15 Marks)
