

2022

BBA(HM) 3rd Semester Examination

BBA (Hospital Management)

Advertising and Sales Promotion

PAPER — SEC-1B

Full Marks : 40

Time : 2 hours

The figures in the right-hand margin indicate marks.

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

Illustrate the answers wherever necessary.

Answer **all** questions.

1. Answer *any five* of the following questions :
2×5=10

(a) Define advertising.

(b) What do you understand by communication?

(2)

- (c) What do you mean by advertising media?
- (d) What is advertising agency?
- (e) What is sales promotion?
- (f) What is media planning?
- (g) What do you mean by advertising budget?
- (h) What do you understand by formal communication?

2. Answer *any four* of the following questions :

5×4=20

- ~~(a)~~ State the functions of advertising.
- ~~(b)~~ Advertising is an investment. Discuss.
- (c) Write a short note on 'media scheduling'.
- ~~(d)~~ Mention the various techniques to measure the advertising effectiveness.
- ~~(e)~~ Write down the various functions of sales promotion.
- (f) State the various consumer-oriented sales promotion tools.

(3)

3. Answer *any one* of the following questions :

(a) Describe the various stages involved in advertising process. 10

(b) State the various roles of advertising agency. Explain the client-agency relationship in an advertising company. 5+5=10

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