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CCFUP/5th Sem /BBA/25(NEP)

2025

5th Semester Examination (CCFUP : NEP)

BBAHM

Paper : MJ 9-T (Single Core Major)

(Advertising and Sales Promotion)

Full Marks : 60

Time : Three Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

Group - A

Answer any *five* questions : — 2×5=10

1. What is advertising agency?
2. What is advertising media?
3. What is ad campaign?
4. Write the full form of AIDA and ASCI?
5. What is local advertisement?
6. Name the types of sales promotion scheme.
7. State the concept of 'BOGO'.
8. What is media scheduling?

P.T.O.



(2)

Group - B

Answer any *four* questions : $5 \times 4 = 20$

- ~~9.~~ What are the functions of sales promotion?
- ~~10.~~ What do you mean by ethics in advertisement?
11. Why is budgeting important in advertisement?
- ~~12.~~ Differentiate between traditional and digital advertising.
- ~~13.~~ How to measure advertising effectiveness?
- ~~14.~~ Distinguish between advertising and sales promotion.

Group - C

Answer any *three* questions : $10 \times 3 = 30$

15. Suppose you are having the responsibility to select media for the advertisement of laptop of your company. What kind of media you choose and why? $3+7$
 - ~~16.~~ State the steps involved in the process of media planning.
 - ~~17.~~ What is communication? Write briefly about the barriers of communication. $2+8$
 - ~~18.~~ Why sales promotion is important for any business? What do you mean by consumer and trade related sales promotion? $5+5$
 19. Write about the hierarchical structure of and ad agency. Why media planning and scheduling is important? $6+4$
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