

BBA
(SEM.II) BBA-F010203T(B):
ADVERTISING MANAGEMENT

REVISED QUESTIONS ANSWERS

Questions	Answers
EXAMINATION –(2022-23)	
4. Who gave the 5Ms of Advertising? (A) David Macland (B) Philip Kotler (C) Jay Beer (D) Rauck Fishkin	(B) Philip Kotler
5. Which of the following is NOT included in the 5M's of Advertising? (A) Mission (B) Myth (C) Money (D) Message	(B) Myth
MODEL PAPER – I	
Q.4. Which is the first and oldest advertisement agency in India? (1) LoweLintas (2) Ogilvy & Mather (3) Hindustan Thompson Associates Ltd (4) Dattaram and co.	(3) Hindustan Thompson Associates Ltd
Q.31.Using mascot having brand name and logo during cricket matches is an example of (1) public relations (2) personal selling (3) direct marketing (4) direct response marketing	(1) public relations