

Roll No. ....

Total Pages : 3

CMBS/D-19

13643

**ADVERTISING MANAGEMENT**

Paper-MM-301

Time Allowed : 3 Hours]

[Maximum Marks : 70

**Note:** Attempt **six** questions in all. Question No. **one** (20 marks) is compulsory. Attempt **five** more questions from remaining **eight** questions (10 marks each).

**Compulsory Question**

1. Write short notes on—

(i) Pay Per Click.

(ii) Interactive advertising agencies.

(iii) Role of mechanical devices in measuring advertising effectiveness.

(iv) Non-commercial advertising.

(v) Media scheduling.

2. With companies like Facebook earning in Billions through advertising on its platform, do you feel online

advertising is slowly galloping traditional advertising? Give adequate reasons in support of your answer.

3. Devise a detailed media plan for any multinational car manufacturer seeking entry in Indian market in a rather turbulent present time.

4. What make consumers to resist certain advertisements? Pin-point few instances wherein apathy of consumers put curtains on advertising campaigns. <http://www.kuonline.in>

5. Pick an advertisement each relating to various advertising appeals that stands tall in your opinion. Also cite reasons for your choice of such advertisements.

6. Advertising is often criticised on social grounds. Is this a genuine criticism? How can advertisers negate this criticism?

7. Social advertising campaign of Pulse Polio has been credited for making India Polio-free. What magic could you trace in 'Do Boond Zindagi Ki'? In which other social issues, the magic of Pulse-Polio can be replicated?

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8. You have been assigned the task to popularise India as a tourist destination among foreign tourist. Present your idea on Message and Copy for the proposed endeavour.
9. "Advertisers can rope in celebrities, common man, experts, company's spokesperson etc for their campaigns", What's going to be your choice for the following products in this regard:

- Washing Powder
- Luxury car
- Toothpaste
- Potato Chips

Give reasons in support of your answer.

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