

Roll No.

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MMS/DX-6190

MM-301: Advertising Management

Time : 3 Hours

Maximum Marks : 70

Note: Attempt Five questions in all, Question No-1 is compulsory.

Q-1 Explain the following:

- (a) Advertising.
- (b) Ethics.
- (c) DAGMAR approach.
- (d) Logo
- (e) Layout.
- (f) Media Planning.
- (g) Creativity in advertising.

Q-2 What is the role of advertising in modern business? What are its different forms?

Q-3 Write a detailed note on cognitive dissonance.

Q-4 What is advertising budget? What are the various methods in determining advertising budget?

Q-5 Discuss the rationale & testing opinion and aptitude tests.

Q-6 What is advertising effectiveness? What are the different methods used to measure advertising effectiveness?

Q-7 What factors are considered while selecting an advertising agency? Explain.

Q-8 Write a detailed note on creativity in advertising.