

Roll No.
Printed Pages : 2

13252

MMS/D-13

ADVERTISING MANAGEMENT

Paper-MM-301

Time allowed : 3 hours

[Maximum marks : 70]

Part-A

Note : Attempt any 8 questions from this Part. 8×5=40

1. Define advertising. What is its importance in marketing strategy?
2. What are major economic criticisms of advertising?
3. Distinguish between primary and selective demand.
4. Why sales should not be taken as advertising objective?
5. What are major methods of determining advertising budget?
6. What is bait advertising?
7. What is the relevance of layout in an ad copy?
8. What do you mean by integrated marketing communication?
9. Why advertising people must have a sound understanding of consumer behaviour?
10. What care advertiser must exercise while advertising in a multicultural environment?

Part-B

Note : Attempt any 3 questions from this Part. 3×10=30

11. Discuss the process of advertising planning. Discuss DAGMAR approach in context of advertising goal setting.

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12. What are different components of an ad copy?
13. Discuss different types of media highlighting their advantages and limitations.
14. Discuss the types and functions of an ad agency. How agencies get clients and why do they lose them?
15. Describe in detail different techniques of measuring advertising effectiveness.

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