

Roll No.

Printed Pages : 2

13291

OMMS/D-13

ADVERTISING MANAGEMENT

Paper-MM-301

Time allowed : 3 hours]

[Maximum marks : 70

Note : Attempt five questions in all. Question No. 1 is compulsory.

1. Explain following :
 - (a) Business-to-Business Advertising
 - (b) Above the Line (ATL), through the line (TTL) and below the line (BTL) marketing communication
 - (c) Semiotics and Communication.
 - (d) Concept of reach and frequency of media
 - (e) Primary vs. Selective Demand stimulation advertising
 - (f) Surrogacy Advertising
 - (g) Continuity, flighting and Pulsing concepts in advertising.
2. Describe various rational appeals used in advertising with suitable examples. Under what circumstances, the rational appeals are more applicable.
3. Discuss the concept of Dagmar. What is the model of Dagmar ? What are the specific pros and cons of using Dagmar approach by advertisers ?
4. Discuss the approaches to arrive at an advertising budget. What are the various methods of determining the advertising budget ? Which one do you recommend for a large scale FMCG organization and why ?
5. Describe the process of media planning. What are the major problems in media planning ?

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[Turn over

(2)

6. Discuss any *two* tools to understand the consumer mind
 - (a) In-depth interview
 - (b) Association tests
 - (c) Focus group study
7. Discuss the concept, importance and role of message, headline, copy, logo and illustration in context of print advertisements and different strategies adopted by the marketers in relation to these to make effective advertisements. Why the layout is important in print advertisement ?
8. Explain any *two* of the following :
 - (i) Recall and recognition tests
 - (ii) Tracking studies
 - (iii) Cognitive dissonance and implications for advertisers.

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