

Roll No.

Total Pages : 2

MMS/D-14

13582

ADVERTISING MANAGEMENT

Paper-MM-301

Time Allowed : 3 Hours]

[Maximum Marks : 70

Note : Attempt any **eight** questions from Part-A and any **three** questions from Part-B. Each question of Part-A, carries 5 marks and that of Part-B carries 10 marks.

PART-A

1. Discuss the concept and types of Advertising.
2. How advertising helps in stimulating Secondary demand?
3. Discuss the process of Advertising Planning.
4. Define reach and frequency of Media.
5. What are different methods of determining Advertising Budget?
6. Discuss any 2 post testing techniques.
7. What do you mean by pretesting? Do creative people like their work to be tested?
8. What do you mean by Advertising appeals?

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9. What are the principles of integrated Marketing Communication?
10. How consumer behaviour is related to Advertising Management?

PART-B

11. Why sales should not be taken as Advertising objective? Discuss the process of Advertising goal-setting with special reference to DAGMAR approach.
12. What are different elements of an ad copy? What is the role of creativity in Copy-writing?
13. What are major Socio-cultural and economic issues pertaining to Advertising?
14. What do you mean by Media Planning? What factors need to be kept in mind while designing Media-mix?
15. Discuss the organisational structure of a large sized ad agency. How ad agencies get compensated?

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