

Roll No.

Total No. of Pages : 2

MMS/D11

6090

Advertising Management

Paper : MM-301

Time : Three Hours]

[Maximum Marks : 70

Note :- Attempt **FIVE** questions in all. Question No. 1 is compulsory.

1. Explain the following :

- (a) Advertising
- (b) Coverage
- (c) TRP
- (d) DAGMAR
- (e) Media Mix
- (f) Emotional appeal
- (g) OTS.

2. Explain in detail ethical aspects of advertising. Establish the relationship between advertising and society.

3. What is cognitive dissonance ? What is its impact ? How can it be handled ?

4. What is print copy ? What are the elements of print copy ? Discuss with examples.

5. What is media planning ? What are the steps involved in it ?

6. Can advertising effectiveness be measured ? If yes, what are the various options to evaluate advertising effectiveness ?

7. What is an advertising agency ? What are its types ? What are the various services rendered by an advertising agency in India ?

8. What is the role of creativity in advertising ? Imagine one product of your choice and then discuss the input of creativity in it.