

Roll No.

Exam Code : J-19

Subject Code—0220

M.B.A. EXAMINATION

(Batch 2009 to 2017)

(Third Semester)

ADVERTISING MANAGEMENT

MM-307

Time : 3 Hours

Maximum Marks : 70

Section A

Note : Attempt any *Seven* questions. **7×5=35**

1. Concept and nature of advertising.
2. Wilbur Schramm's model of communication.
3. Advertising budget determination.
4. Primary v/s Selective demand stimulation.

5. Recognition and recall tests.
6. Role of creativity in advertising.
7. Retail advertising.
8. Cognitive dissonance.
9. Political advertising.
10. How ad. agencies earn money ?

Section B

Note : Attempt all the questions.

11. What are objectives of advertising ? Why advertising people must have a sound understanding of consumer behaviour ?

Or

What socio-economic and ethical issues are associated with advertising ? **12**

12. How an advertising campaign is built ? What are components of an advertisement copy ?
What is role of advertising appeals ?

Or

Write a detailed note on media mix. What factors need to be considered while deciding media mix ? **12**

13. (a) Discuss DAGMAR approach.
- (b) What is role of advertising in marketing strategy ?

Or

What functions ad. agencies perform ? How advertisers can appraise suitability of an ad. agency ? **11**