

Roll No.

Exam Code : J-19

Subject Code—0246

M.B.A. EXAMINATION

(Batch 2018 Onwards)

(Third Semester)

ADVERTISING MANAGEMENT

MM-307

Time : 3 Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all. Q. No. **1** is compulsory. Attempt *four* more questions selecting *one* question each from all the four Unit.

1. Write short notes on the following :

- (i) “Advertising is face of marketing.”
Comment.
- (ii) Advertising Standards Council of India.
- (iii) Determination of Target Audience.

- (iv) Creative Strategy.
- (v) Advertising Budget.
- (vi) Media Objectives.
- (vii) Career prospects for MBAs in advertising industry.

Unit I

- 2. Discuss the inter-relationship between advertising and other promotional tools. How IMC has evolved in recent years ?
- 3. What are major criticisms of advertising ? What is marketers/advertisers' response to such criticisms ?

Unit II

- 4. Who are main participants in advertising process ? What roles and functions ad agencies in this process ?
- 5. What are different types of ad agencies ? How ad agencies earn money ? What criteria advertisers use for appraising ad agencies ?

Unit III

- 6. Describe in detail process of advertising goal-setting with reference to DAGMAR approach.
- 7. Discuss the process of copy-writing. What are main components of an ad copy ?

Unit IV

- 8. Describe different types of media highlighting their respective advantages and limitations.
- 9. Why advertising effectiveness must be assessed ? Discuss different techniques of measuring advertising effectiveness.