

Roll No.

Exam Code : J-19

Subject Code—0943

**P. G. Diploma in Marketing
Management EXAMINATION**

(For Batch 2018 Onwards)

ADVERTISING MANAGEMENT

PGDMM-103

Time : 3 Hours

Maximum Marks : 70

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

1. Write short notes on the following :

- (a) Role of IMC in advertising
- (b) Communication process
- (c) Media Planning
- (d) Overview of consumer's behaviour towards advertising

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- (e) Appraisal of agency
- (f) How objectives of integrated marketing communication are determined
- (g) Social aspects of promotion as a tool.

Unit I

- 2. Write a note on the role of advertising in the marketing process.
- 3. Discuss in detail the growth of advertising and promotion in the present times.

Unit II

- 4. What are the various types of ad agencies involved in advertising ?
- 5. Explain consumer decision-making process.

Unit III

- 6. Write a detailed note on DAGMAR approach.
- 7. Elaborate, how creativity plays a significant role in advertising ?

Unit IV

- 8. What are the various techniques for measuring the effectiveness of the promotional programme ?
- 9. Discuss about the media planning and strategy process.