

January - 2007

Subject Code—5729

M.B.A. EXAMINATION

(Third Semester)

(2 Years—New Scheme)

MM-307

ADVERTISING MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *Five* questions. All questions carry equal marks.

1. Explain the role of advertising in marketing social causes like safe driving, pollution control etc. Discuss with the help of suitable examples.
2. Explain the process of advertising communication with the help of Wilber Schramm's Model.

P.T.O.

3. What is theory of cognitive dissonance ? How can advertising be prepared to keep this dissonance at minimum with the help of insight gained from this theory ?
4. What is media planning ? How does it help in increasing the effectiveness of advertising ?
5. Explain use of experimental designs to test effectiveness of advertisements. Also comment on the limitations of these designs.
6. Discuss the criteria used for selection of an ad agency. Also list the criteria on priority justifying your choice.
7. Write notes on the following :
- (a) Political Advertising
 - (b) Public Service Advertising.
8. What factors influence the total advertising programme ? Discuss.