

Roll No. ....

**Subject Code—2196-X**

**M.B.A EXAMINATION**

(Third Semester)

(2 Years New Scheme)

**ADVERTISING MANAGEMENT**

**MM-307**

*Time : 3 Hours*

*Maximum Marks : 100*

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

1. Define Advertising. Why is it said, "No advertising, no marketing." How does it help in creating primary and selective demand ?
2. Is everything fair in advertising ? Discuss major socio-cultural and ethical criticisms of advertising.

(3-01-6-09)

**P.T.O.**

3. Why sales shouldn't be taken as advertising objective ? Discuss DAGMAR approach in this context.
4. How an advertising copy is prepared ? Why are components of an ad. copy ?
5. Discuss different types of media highlighting their respective advantages and limitations. What factors influence the choice of media-mix ?
6. What is the rationale of measuring advertising effectiveness ? Discuss different techniques of measuring advertising effectiveness.
7. Discuss the functions, types and organisational structure of advertising agencies. How ad agencies earn their bread and butter ?
8. Write short notes on any *two* of the following :
  - (i) Two step flow of communication
  - (ii) Role of creativity in advertising
  - (iii) Relation between sales promotion and advertising
  - (iv) Political advertising.