

Subject Code—8180-X

M.B.A. EXAMINATION

(Third Semester)

(Re-appear Batch 2009 Onwards)

MM-307

ADVERTISING MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

Section A

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

- (a) Define Advertising Management.
- (b) What do you mean by Layout ?
- (c) Define Consumer Behaviour.
- (d) What is Cognitive Dissonance ?
- (e) Explain about aptitude test.
- (f) Explain primary and selective demands.
- (g) What is Experimental Design ?

- (h) List out the legal and ethical issues in advertising.
- (i) Write a short note on the structure of an advertising agency.
- (j) Describe the concept of cooperative advertising.

Section B

Note : Attempt all the questions.

2. Explain the concept of legal, social and ethical aspects of advertising in India.

Or

Explain the theory of cognitive dissonance and clue for advertising in detail. 12

3. What do you mean by Advertising Programme ? Explain its building process.

Or

How is aptitude test conducted ? Give the rational of testing opinion and aptitude test.

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4. Explain in detail selection, compensation and appraisal of an advertising agency.

Or

Write notes on the following :

- (a) Public Service Advertising
- (b) Advertising Vs. Consumer Behaviour. 11