

Roll No.....

MMS/D-12  
ADVERTISING MANAGEMENT  
PAPER : MM-301

13591

Time : Three hours]

[Maximum Marks : 70

**Note :** Attempt five questions in all. Q. No.1 is compulsory.

**1. Compulsory Question.**

Explain the following:

- (a) AIDA concept.
  - (b) Wilber Schramm's model of Communication.
  - (c) Rational vs. Emotional appeal.
  - (d) Puffery and Advertising.
  - (e) Stereotypes in Advertisements.
  - (f) Creative Process.
  - (g) Portfolio Tests in Advertising.
2. Discuss the source factors and Message factors in advertising in detail.
  3. Discuss the Ethical and Social issues in context of advertising. What is your viewpoint on the allegations levied against advertising moral and ethical grounds ?
  4. Discuss the strategies adopted by the advertisers to reduce post-purchase dissonance.
  5. What are the problems in Media Planning ? Discuss the activities involved in developing a Media Plan.
  6. Discuss the role and importance of different types of Emotional Appeals used in Advertising.
  7. Discuss the various types of Advertising agency. What are the main functions of a Full-line agency ?
  8. Write detailed notes on following:
    - (a) Psychological measures of pretesting of Advertisements.
    - (b) Recall and Association measures of post-testing of Advertisements.