

Roll No.....

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**13092**

**MBA/D-17**  
**ADVERTISING MANAGEMENT**  
Paper: MBA-MM-301

Time: Three Hours

Maximum Marks: 70

Note: Attempt eight questions from part A and three questions from part B. Part-A comprises 10 short answer questions of 5 marks each. Part-B Comprises five questions of 10 marks each.

**Part-A**

1. Differentiate between trade and industrial advertising.
2. Discuss the main features of DAGMAR approach.
3. What is the impact of moral appeal in advertising? Can it be used for all kinds of consumer products.
4. Discuss the ethical aspects of advertising.
5. Explain the various types of illustrations to be used in print ad.
6. Explain the laboratory tests of ad evaluation.
7. Discuss the characteristics of source that are important in influencing the audience.
8. Differentiate between climax, anticlimax and pyramidal order of an ad message.
9. What are the functions of full time ad agency?
10. What is integrated marketing communication? How is it useful in current business scenario?

**Part-B**

11. Discuss the role of advertising in marketing process.
12. What is media planning? Discuss the various steps involved in the process of media planning.
13. What are the essential of an effective ad copy? Discuss the process of designing ad copy for T.V.

14. What are the various types of ad agencies? What factors are to be considered while selecting the ad agency?
15. Discuss the various methods to measure the effectiveness of a promotional program.