

Advertising Management

Paper: MM-301

Time: Three Hours]

[Maximum Marks: 70

Note :- Q. No.1 is compulsory; it consists of seven short answer type questions. Total number of questions to be attempted is FIVE including Q. No.1 (Compulsory). All questions carry equal marks.

1. Write brief answers to the following questions :
 - (a) Give the outline of the 'Communication Process'.
 - (b) What is 'Cognitive Dissonance' ?
 - (c) Explain 'Creativity Process' .
 - (d) Define ' Advertising Agency'.
 - (e) Differentiate between Primary and Selective Demand.
 - (t) What is the rationale for measuring advertising effectiveness?
 - (g) What is a "Readership Te&t"?
2. Define ' Advertising'. How does it affect the sales and profits of a business enterprise ? What are the specific responsibilities of the advertising manager?
3. What is Unethical Advertising? Cite examples. How may these unethical activities be regulated? Explain in the context of our country.
4. Your Company has recently completed an Advertising Campaign. The Company now wishes to find out the effectiveness of this campaign. You have been assigned this job. How will you do it ? Suggest how will you measure the effectiveness of the Campaign.
5. 'Media-selection is dependent on several factors.' What are these? Explain briefly. How will media choice differ for rural markets from urban markets in India?
6. Explain various approaches for determining the advertising budget.
7. What guidelines would you suggest in selecting the budgeting approach? Explain the issues involved in creating advertising message. Give an outline of an effective advertising copy.
8. Write detailed notes on any two of the following:-
 - (3) DAGMAR Approach
 - (b) Cognitive consistency and attitude change. (c) Productivity of Advertising.

