

**MMS/D11****6090****Advertising Management****Paper : MM-301**

Time : Three Hours]

[Maximum Marks : 70

**Note :-** Attempt **FIVE** questions in all. Question No. 1 is compulsory.

1. Explain the following :

- (a) Advertising
- (b) Coverage
- (c) TRP
- (d) DAGMAR
- (e) Media Mix
- (f) Emotional appeal
- (g) OTS.

- 2. Explain in detail ethical aspects of advertising. Establish the relationship between advertising and society.
- 3. What is cognitive dissonance ? What is its impact ? How can it be handled ?
- 4. What is print copy ? What are the elements of print copy ? Discuss with examples.
- 5. What is media planning ? What are the steps involved in it ?

6. Can advertising effectiveness be measured ? If yes, what are the various options to evaluate advertising effectiveness ?
7. What is an advertising agency ? What are its types ? What are the various services rendered by an advertising agency in India ?
8. What is the role of creativity in advertising ? Imagine one product of your choice and then discuss the input of creativity in it.

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