7091

MMS/D07 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 *isfive* including Q. No. 1. All questions carry equal marks.

1. Explain briefly the following: (a) Pull and Push strategies. (b) Classified advertisements. (c) Congnitive consistency. (d) Portfolio test.
   (e) Layout.
   (f) TAT.
   (g) STP analysis.   2x7=14

2. Define clearly the term "Communication". Outline the communication process with the help of a logical flow model. Also explain briefly the Two-step flow of Communication Theory. .

3. What are the socio-econonic contributions of advertising? Why is it criticised ? How should it be regulated?   .

4. Write a complete note on 'DAGMAR' approach to advertising planning. What are its contributions? What may
   be its shortcomings?   .

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5. What is 'Recall test' ? How is it different from 'Recognition' and 'Sales' tests? What are the common uses of Recall test in advertising? Explain its complete process.

6. What is your understanding of the 'Advertising Agency' ?

   What should be the considerations of the advertiser while hiring an agency? What may be the causes of conflict between the agency and advertiser? What may be done to rninirnise such conflicts?

7. What is the rationale behind 'Copy Testing' ? What are some

   of the common. techniques used for copy testing? Explain briefly.

8. Write short notes on any *two* of the following:

   (a) Role of creativity in advertising.
   (b) Guidelines for determining advertising appropriation. (c) Theory of Cognitive dissonance.