

## **MMS/DX-6190**

### **MM-301: Advertising Management**

Time : 3 Hours

Maximum Marks : 70

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

**Q-1** Explain the following:

- (a) Advertising.
- (b) Ethics.
- (c) DAGMAR approach.
- (d) Logo
- (e) Layout.
- (f) Media Planning.
- (g) Creativity in advertising.

**Q-2** What is the role of advertising in modern business? What are its different forms?

**Q-3** Write a detailed note on cognitive dissonance.

**Q-4** What is advertising budget? What are the various methods in determining advertising budget?

- Q-5 Discuss the rationale & testing opinion and aptitude tests.
- Q-6 What is advertising effectiveness? What are the different methods used to measure advertising effectiveness?
- Q-7 What factors are considered while selecting an advertising agency? Explain.
- Q-8 Write a detailed note on creativity in advertising.