

MMS/D-16
ADVERTISING MANAGEMENT
PAPER-MM-301

Time Allowed: 3 Hours

Maximum Marks: 70

Part-A

Note: Attempt any eight questions from this section. $8 \times 5 = 40$

1. Discuss the nature and importance of advertising.
2. "No advertising, No business." Comment.
3. Discuss the legal framework regulating advertising.
4. Distinguish between primary and secondary demand.
5. What are different advertising appeals?
6. Describe reach and frequency of media.
7. Why advertising people must have a sound understanding of CB?
8. What do you mean by integrated marketing communication?
9. What is the impact of culture on advertising strategy?
10. What are the challenges before modern day advertisers?

Section-B

Note: Attempt any three questions from this section. $3 \times 10 = 30$

11. What is the role of advertising in promotional strategy? Discuss major criticisms of advertising.

12. What is detail about advertising goal-setting highlighting DAGMAR approach in this context?
13. Describe different elements of an ad copy. What is the role of creativity in copy-writing?
14. What is media planning? Discuss different types of media.
15. (a) What are different methods of deciding advertising budget?
(b) Discuss any 2 techniques of measuring advertising effectiveness.