

Roll No.....

**MMS/D09**

**6215**

**Advertising Management**

**Paper: MM- 301**

Time: Three Hours]

[Maximum Marks: 70

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

All questions carry equal marks.

1. Explain the following:
  - (a) Ethics in advertising
  - (b) Cognitive dissonance
  - (c) DAGMAR approach
  - (d) Logo
  - (e) Advertising agency
  - (f) Testimonials
  - (g) Social advertising.
2. Discuss the role of advertising in the marketing process. Also explain the legal and social aspects of advertising.
3. What is the concept of cognitive dissonance? How can it be used in advertising? Discuss with one example.
4. What is an advertisement copy? What are the elements of print copy to be inserted in a newspaper?
5. What is advertising budget? What are the methods to be used in the determination of advertising budget?
6. Can we measure advertising effectiveness? What are the various methods available to evaluate the effectiveness of print media?
7. Define advertising agency. What are its types? What are the services rendered by advertising agencies in India?
8. Write short notes on the following:
  - (a) Role of creativity in advertising
  - (b) Wilbur Schramm's model.

