

Advertising Management

Paper: MM-301

Time: Three Hours]

[Maximum Marks: 70

Note :- Attempt FIVE questions. Question No.1 is compulsory. All questions carry equal marks.

1. Explain the following:
 - (a) Testimonials
 - (b) Clues and stimuli
 - (c) Selective demand
 - (d) Recognition tests
 - (e) Banners on websites
 - (f) Stimulus generalization from over advertising
 - (g) Social advertising.
2. "Advertising has both positive and negative social aspects". Explain with examples.
3. What is the Theory of Cognitive Dissonance? How can it be used in advertising?
4. What are the different parts of an advertising copy? Explain these. parts with the help of a sample advertisement.
5. What is the importance of media planning in advertising? Discuss the important decisions taken in media planning.
6. How are the opinion and attitude tests used for evaluation of advertisements? Explain.
7. What factors shall be considered to discuss compensation to an advertising agency? What methods are used for making payments ? Explain the pros and cons of different methods.
8. How is consumer behaviour influenced through advertisements? Explain with the help of consumer learning.