

MMS/D-15
ADVERTISING MANAGEMENT
PAPER-MM-301

Time Allowed: 3 Hours

Maximum Marks: 70

Note: Attempt any eight questions from Part-A of 5 marks each and three questions of 10 mark each from Part B.

SECTION-A

- 1 Discuss the types and forms of Advertising.
- 2 What is the Inter-relationship between Advertising and other Promotional tools?
- 3 Write about DAGMAR approach.
- 4 Why Advertising agencies need to study Consumer behaviour?
- 5 Why 'Percentage of sales' method of Advertising Budget is not a right method?
- 6 What is the role of Creativity in ad copy writing?
- 7 What Advertising strategies should be adopted in Multi-cultural environment?
- 8 How target Audience is determined?
- 9 Discuss Organization and structure of a large-sized Ad agency.
- 10 What are the current trends in Indian advertising?

SECTION-B

- 11 Discuss the nature of Advertising. Discuss major socioethical issues associated Advertising.
- 12 How an Ad copy is designed? What is the hallmark of an effective ad copy? Also discuss copy layout.
- 13 Discuss the types and functions of Ad agencies. How Ad agencies get clients and why they lose them?
- 14 What is the rationale of Testing advertising effectiveness? Discuss techniques of measuring Ad effectiveness.
- 15 What do you mean by Media? Discuss different types of Media highlighting their respective advantages and limitations.