

Roll No.

--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 03

Total No. of Questions : 15

MBA (2016 to 2017) (Sem.-3)
ADVERTISING MANAGEMENT
Subject Code : MBA-902
M.Code : 70740

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students have to attempt any FOUR questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

SECTION-A

1. Name and describe the five major players in advertising?
2. What is surrogate advertising? Give examples.
3. Name and describe the five ways research used in advertising planning.
4. What is Analogies and Metaphors creative approach?
5. List different advertising appeals.
6. What is pre and post advertising testing?

SECTION-B**UNIT-I**

7. Name and describe the four eras in the evolution of advertising. Compare and contrast hard-sell and soft-sell approaches and give an example of each.

8. Write short notes on following :

- a. DAGMAR model
- b. Laivdge -Stenier model

UNIT-II

9. Name and describe the three critical elements media planners must consider in setting specific media objectives.

10. Compare and contrast following :

- a. Internet and print media
- b. Continuous and flighting media planning strategies.

UNIT-III

11. a. Compare and contrast the terms *creative strategy* and *creative execution*.

b. Compare and contrast copywriting for radio and copywriting for television.

12. Discuss in detail different methods of advertising appropriation.

UNIT-IV

13. Discuss various stages of evaluations of advertising effectiveness. List different techniques of measuring advertising effectiveness.

14. Explain why a company would use an advertising agency and describe the major functions performed by a full-service agency.

SECTION-C

15. **Case Study :**

Proactive Solution is a skincare system to help those with acne. Proactive originally started out as being sold only through direct marketing, and the consumer had to enroll in membership in the Proactive Solution Clear Skin Club. However, now some large malls have kiosks selling Proactive Solution products without the club membership, but the prices are much higher. Proactive Solution has had one of the longest-running

infomercials on television, and their product is also sold through magazine ads. Through these mediums, consumers can purchase the product directly by calling, mailing, or going through the Internet to submit an order.

Questions :

- a. Name and describe the type of advertising that Proactive Solution uses to promote and sell its product.
- b. The infomercials and print ads allow consumers to purchase directly from the ad itself. There is a mail-in coupon order form, a toll-free phone number, and a web address given in the print ad that states, “*Call Now!*” Some infomercials even state that “*calls received within the next 30 minutes will receive ‘2 Free Bonuses’ when ordering.*” Name and describe the type of offer this is, and explain how it is different from the other type of offer.
- c. Jill is a member of the Proactive Solution Clear Skin Club, and she received a telephone sales call trying to get her to purchase Proactive make-up, too. Jill registered her phone number with the National Do-Not-Call List and is upset that she received this call. Can Proactive call her? Explain any restrictions they must be aware of.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.