

Total No. of Pages : 2

Register Number :

**6879**

Name of the Candidate :

**M.B.A. DEGREE EXAMINATION MAY 2014.**

**(MARKETING MANAGEMENT)**

**(FIRST YEAR)**

**170 — ADVERTISING MANAGEMENT**

Time : Three hours

Maximum : 75 marks

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**SECTION A**

**Answer any FIVE questions.**

**(5 × 3 = 15)**

**All questions carry equal marks.**

1. (a) What are the legal issues involved in advertising?
- (b) Explain posters in outdoor advertising.
- (c) What is POP advertising?
- (d) What are the advantages of using an advertising agency?
- (e) What is testimonial copy?
- (f) What is typography?
- (g) What is retail advertising?
- (h) DAGMAR – Write the expansion.

**SECTION B**

**Answer any THREE questions.**

**(3 × 10 = 30)**

**All questions carry equal marks.**

2. Discuss the evolution of advertising.
3. Describe the steps involved in the advertising budget.
4. Briefly explain the various types of advertisement copy.
5. What are the tests that are used to test the effectiveness of advertising?
6. Briefly explain the role of creative strategies.

**SECTION C****Answer any ONE question.****(1 × 15 = 15)**

7. Discuss the types of advertising.
8. "In today's world electronic media plays a key role" — Discuss.
9. State the current position of advertising agencies in India.

**SECTION D****(Compulsory)****(1 × 15 = 15)**

10. Explain advertising strategy. What factors would you consider while framing on advertising strategy for marketing a new design "Car"?
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