

Roll No.

Total No. of Pages : 02

Total No. of Questions : 15

MBA (2015 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 has 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

- Q1. Discuss DAGMAR approach to setting advertising objectives.
- Q2. Distinguish between Advertisement and Publicity.
- Q3. Write short note on Steiner model of communication.
- Q4. Discuss factors which will influence media selection and scheduling for an automobile company.
- Q5. Discuss guidelines for developing an effective layout.
- Q6. Discuss the organizational structure of advertising agencies.

SECTION-B**UNIT-I**

- Q7. Define advertising. What is its importance and objectives in marketing process? Also discuss current trends in Indian Environment.
- Q8. Explain ethical and social issues in advertising in the Indian market. Also discuss the legal framework dealing with these issues.

UNIT-II

- Q9. “Advertising is persuasive but not forceful” Do you agree or disagree? How does sales promotion being communicated in an advertisement fit into this argument? What feeling can a packaged food company associate with its brand?
- Q10. What is media planning? Explain the various phases of media planning.

UNIT-III

- Q11. What do you mean by creativity in advertising? Discuss various approaches to bring creativity in advertising.
- Q12. What is Advertising Budget? Discuss approaches and procedure for determining the size of advertising budget.

UNIT-IV

- Q13. What do you mean by advertising effectiveness? Explain pre and post campaign measures to evaluate effectiveness.
- Q14. “Spending on advertising is like searching for a black cat in a dark room where the cat exist or not, you may not know”. Critically evaluate the statement.

SECTION -C**Q15. Case Study :**

A French Company ABC, has a product portfolio of perfumes among others beauty care products. It has introduced a perfume, in its international markets including India, under the brand name SK, named after the charismatic celebrity Salman Khan. The Company is trying to segment the market on the basis of gender and has decided to launch two types of SK. The perfume therefore is available in two variants, Silver for men and Gold for Women. The Perfumes are placed at Rs.500 for a 100ml pump spray bottle. The strategy may be to capture a large numbers of consumers who are oriented towards film celebrities

You are required to :

- Analyze the decision of the company to brand the perfumes after SK. Form advertising perspective would the decision be beneficial?
- Develop a media Strategy for the launch of the perfume.

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.