

Roll No.

Total No. of Questions : 13]

[Total No. of Printed Pages : 3

DX-578

M.B.A. (Plain)/(M.B.A.Mkt./Mkt. Mgt./)

(F.T.) IIIrd Semester

(Reg./Ex./ATKT)

Examination, 2022-23

Paper - FMM-2/MMM-2

Advertising Management

Time : 3 Hours]

[Maximum Marks : 80

SECTION - 'A'

Short Answer Type Questions

8×4=32

DX-578

(1)

P.T.O.

<https://www.onlinebu.com>

Note :- Attempt any four out of the gives choices. Each questions carries equal marks.

1. What is the role of media buying houses in advertising, explain in it with one relevent example ?
2. What is trade show, for what purpose its being used, what type of customers visit the trade shows ?
3. What is advertising budget, how it is calculated also explain the components of advertising budget ?
4. What is integrated marketing communication. Why compa-nies use this approach ?
5. How rural advertising differ from the city advertising, explain it with one example of one product's advertising at both place ?
6. What are the legal and ethical aspects of advertising, explain in detail ?
7. Discuss the theory of cognitive dissonance, explain it with one relevant example ?
8. What do you understand by simulation of primary and selec-tive demand creation by the advertising ?

DX-578

(2)

<https://www.onlinebu.com>

SECTION - 'B'

Long Answer Type Questions $16 \times 3 = 48$

Note :- Attempt any three out of the given choices. Each question carries equal marks.

9. Explain the difference between advertising and sales promotion, write your opinion on which one and when to use among the both or can both be used together ?
10. Discuss in detail the elements of advertising explain each one in detail ?
11. What is media, describe the types of media, what is the role of media in advertising and sales promotions ?
12. Discuss in detail the DAGMAR approach for setting the objectives of advertising ?
13. Discuss in detail Willbur Schramm's model, what type of communication the model uses explain its use in the advertising related communications ?
