

Roll No.

Total No. of Questions : 13]

[Total No. of Printed Pages : 3

UA-508

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

(F.T.) IIIrd Semester

(Reg./Ex./ATKT)

Examination, 2023-24

Paper - FMM-2/MMM-2

Advertising Management

Time : 3 Hours]

[Maximum Marks : 80

SECTION - A'

Short Answer Type Questions

8×4=32

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(1)

P.T.O.

Note :- Attempt any four questions. Each question carries Eight marks.

1. Write down the functions of Advertising.
2. Explain the Ethical aspects of advertising.
3. Elaborate the concept of DAGMAR approach.
4. Explain the factors causing affects on advertising budget.
5. Write short notes on "Campaign planning".
6. Explain briefly the functions of advertising agency.
7. Briefly explain on types of Media.
8. Differentiate between advertising and sales promotion.

SECTION - 'B'

Long Answer Type Questions

16×3=48

Note :- Attempt any three questions. Each question carries Sixteen marks.

9. Explain the concept of Integrated Marketing Communication. (IMC) is detail.

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(2)

10. Elaborate "the wilbur schramm's model" in detail.
11. Explain the Building of advertising programe in detail.
12. Write a detailed note on
"Types of Media and advertising agency".
13. Explain on an effective desigining of sales promotion compaings.

