

DH-440

M.B.A. (FT) IIIrd Semester Examination, 2014-15 Advertising Management Paper - FSM-2

Time : 3 Hours]

[Maximum Marks : 80

Section - 'A' Short Answer Type Questions

Note :- Attempt any four questions. All question carries 8 marks.

1. Define advertising. What is its role in marketing process ?
2. Explain the process of communication with the help of wilbur Schramm's model.
3. Discuss the process of advertising and goal setting with reference to DAGMAR approach.
4. Define cognitive dissonance. What clues it offers to advertiser ? Give suitable example.
5. Discuss the functions and organization of an advertising agency.
6. What do you understand by advertising compaign.
7. "Sales promotion is helpful in increasing sales" Agree or . disagree. Support your answer with suitable examples.
8. Write short notes on (any two) :-
  - (a) Retail advertising.
  - (b) Co-operative advertising.
  - (c) Public service advertising.

SECTION-'B'

Long Answer Type Questions

Note :- Attempt any three question. All question-carries 16 marks.

9. Discuss the legal, ethical and social aspects of advertising in detail.
10. What is media planning ? High light its respective strate gies for the media choice in reference to consumer durable.
11. Write short note (any two) :-
  - (a) Headlines.
  - (b) Logo.
  - (c) Appeal.
12. Explain the rational of evaluating advertising effective-ness. Also explain the various types of testing methods used.
13. Write a detailed note on advertising v/s consumer behaviour.