

[Total No. of Questions - 10] [Total No. of Printed Pages - 2]  
(2063)

963

M.B.A. 3rd Semester Examination

Advertising Management

MM-02

Time : 3 Hours

Max. Marks : 60

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary continuation sheet will be issued.*

**Note :** Attempt five questions in all, selecting one question from each Unit. All questions carry equal marks.

#### UNIT - I

1. Explain Process of Communication with suitable examples.
2. "Advertising alone Never Sells a Product or Service." Discuss this statement with examples.

#### UNIT - II

3. What is Primary Demand and Selective Demand? Explain the Role of Advertising in stimulating these two types of demand.
4. "Advertising is best suited for achieving narrowly defined communication objectives." Discuss this statement.

#### UNIT - III

5. Explain different advertising goals. How are they set? What are the challenges of DAGMAR approach?

963/

[P.T.O.]

6. What is Media Planning? What are the Principles and problems of Media Planning?

#### **UNIT - IV**

7. Define and Explain Advertising Agency. Explain its Functions and Features.
8. What are the key message decisions in advertising? What precautions should you take while selecting an advertising message?

#### **UNIT - V**

9. Discuss the Role of Creative Strategies in Sales Promotion.
10. Would you recommend TV Advertising for new brand of refrigerator? Give reasons.