

S.D.E.
M.B.A. (E) Sem-IV (2 Year Course) : SUMMER - 2019
SUBJECT : Elective – II : ADVERTISING AND MEDIA MANAGEMENT
(MARKETING MANAGEMENT)

Day : Tuesday
Date : 14/05/2019

S-2019-5216

Time : 02.00 PM TO 05.00 PM
Max. Marks : 70

N. B. :

- 1) Attempt **ANY FOUR** questions from **Section - I** and **ANY TWO** questions from **Section - II**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SAME** answer book.

SECTION - I

- Q.1** Explain in detail the DAGMAR approach. (10)
- Q.2** Discuss various parts of advertising copy. (10)
- Q.3** Explain in detail what is Push Pull strategies? (10)
- Q.4** Discuss the role of advertising in the tourism industry and how it has helped develop tourism. (10)
- Q.5** Explain the organizational set up of an advertising agency. (10)
- Q.6** Write short notes on **Any TWO** of the following : (10)
- a) Clutter in advertising
 - b) Direct mail
 - c) Noncommercial advertising

SECTION - II

- Q.7** As an advertising manager you are expected to highlight the merits and demerits of different types of media available for advertising. (15)
- Q.8** Your company is India's premium retail fashion outlet having stores pan India and online, plan to have a sales promotion week to expand its customer base and to gain market share in terms of sales. Design a sales promotion campaign for the same. (15)
- Q.9** As an expert of the advertising industry you are expected to highlight various media available for advertising and criteria for selection of media. (15)