

S.D.E.
M.B.A. Sem-III (2013 Course) : SUMMER - 2019
SUBJECT : ELECTIVE – III: ADVERTISING & MEDIA MANAGEMENT
(Marketing Management)

Day : Wednesday
Date : 22/05/2019

Time : 10.00 AM TO 1.00 PM
Max. Marks : 70

S-2019-5042

N.B.:

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

- Q.1** What is meant by Advertising? Discuss its role and functions in the changing business scenario. **[10]**
- Q.2** Write a details note on Ad Agency. **[10]**
- Q.3** How does social, cultural and ethical issues influence the decisions related to advertising? Explain with suitable examples. **[10]**
- Q.4** Which are the different types of media available for a marketer to promote his products/ services? Describe the merits and demerits of print and electronic media. **[10]**
- Q.5** “Public relations has become an effective tool for promoting products / services”. Comment on this statement in the light of current market scenario. **[10]**
- Q.6** “IMC is an integral part of marketing”. Do you agree? Justify your answer. **[10]**
- Q.7** Write short notes on **ANY TWO** of the following: **[10]**
- a) DAGMAR
 - b) Advertising research
 - c) Advertising copy
 - d) Role of advertising in service sector

SECTION – II

- Q.8** What is meant by Sales Promotion? Critically examine the sales promotion strategies adopted by a retail shop in your city. State your assumptions clearly. **[15]**
- Q.9** Design a suitable media plan for promoting the services offered by a tours and travels company. State your assumptions clearly. **[15]**
- Q.10** What are the emerging trends in Advertising? Discuss. **[15]**

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