

**M.B.A. (GEN.) / M.B.A. (HR) / M.B.A. (IT) / SEMESTER - III
(2012 COURSE)(CHOICE BASED CREDIT SYSTEM) /M.B.A.
(FM) SEMESTER - III (2013 (CHOICE BASED CREDIT SYSTEM)
: SUMMER - 2018**

SUBJECT: ELECTIVE – I : ADVERTISING & MEDIA MANAGEMENT (MM)

Day: **Wednesday**
Date: **09/05/2018**

Time: **10.00 AM TO 01.00 PM**
Max Marks. 100

S-2018-1873

N.B.

- 1) Attempt any **FOUR** questions from Section – I. Each questions carries **15** marks.
- 2) Attempt any **TWO** questions from Section – II. Each questions carries **20**marks.
- 3) Answer to both the sections should be written in **SEPARATE** answer book.

SECTION - I

- Q.1** Highlight the importance of Ethics in Advertising, giving an example. (15)
- Q.2** Discuss the changing role of Ad Agency in India. (15)
- Q.3** Explain what is the significance of Media planning & Scheduling? (15)
- Q.4** What do you understand by ‘Copy Writing’? Explain what is Copy Illustration, Visualization. (15)
- Q.5** Write short notes on any **THREE** of the following: (15)
- a) Advertising Process
 - b) Pre – testing Vs Post – testing of Ad
 - c) Surrogated advertising
 - d) Corporate advertising

SECTION - II

- Q.6** Design a Sales Promotion Campaign for launch of a newly developed four – wheeler that runs on electric battery. State your assumptions clearly. (20)
- Q.7** Develop a Media Plan for effectively advertising your company’s house – hold appliances in your district. (20)
- Q.8** “Advertising’s prime job is to communicate to a specific target audience and bring them to a state that stimulates purchase action”. Do you agree? Justify your answer giving examples. (20)

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