

S.D.E.

M.B.A. (E) SEM-IV (2 YEAR COURSE) : SUMMER - 2018
SUBJECT : Elective – II : ADVERTISING AND MEDIA MANAGEMENT
(MARKETING MANAGEMENT)

Day : **Thursday**
Date : **31/05/2018**

Time : **02.00 P.M. TO 05.00 P.M.**
Max. Marks : **70**

S-2018-4579

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 **SEPARATE** answer books.

SECTION - I

- Q.1** Explain in detail various techniques for testing advertising effectiveness. (10)
- Q.2** Discuss the influence of social, culture and ethical issues have on advertising. (10)
- Q.3** Explain in detail DAGMAR concept. (10)
- Q.4** Explain an organization setup of a typical advertising agency. (10)
- Q.5** 'Advertising establishes communication between a customer and company.' (10)
Discuss with relevant examples.
- Q.6** Write short notes on **Any TWO** of the following : (10)
- a) Point of purchase advertising
 - b) Publicity and advertising
 - c) Use of sales literature for advertising

SECTION - II

- Q.7** As an expert of the advertising industry you are expected to highlight criteria (15)
used for selection of a media for advertising and also the various media
available for advertising.
- Q.8** Design a promotion campaign for the launch of a five star hotel to be launched (15)
in a hill station.
- Q.9** As a marketing manager of a company you are expected to discuss various (15)
techniques used to make a promotion budget.

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