

S.D.E.

M.B.A. SEM-III (2013 COURSE) : SUMMER - 2018

**SUBJECT : ELECTIVE – III : a) ADVERTISING AND MEDIA MANAGEMENT
(MARKETING MANAGEMENT)**

Day : **Tuesday**
Date : **26/06/2018**

S-2018-4405

Time : **10.00 A.M. TO 1.00 P.M.**
Max. Marks : 70

N. B. :

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

- Q. 1** Explain importance of promotion mix in contemporary marketing of products and services. (10)
- Q. 2** What are the emerging trends in advertising? Are these trends overtaking traditional advertising? (10)
- Q. 3** Write in detail about advertising research. Give examples. (10)
- Q. 4** Why does and Ad-agency is required? Elaborate Ad-agency's obligation and responsibilities. (10)
- Q. 5** Write short notes on **ANY TWO** of the following: (10)
- a) Advertising Budget
 - b) Services Provided by Ad-agencies
 - c) Tools to evaluate Ad-effectiveness

SECTION - II

- Q. 6** An international tractor company, having manufacturing and marketing operations in India. They are launching low horse power compact tractors for the use in small farms. Design an advertising copy for them. (15)
- Q. 7** A FMCG company spends around Rs. 1200 Crs. on market promotion per annum. They want to undertake advertisement effectiveness studies. How would you guide them? (15)
- Q. 8** Ready-to-eat Foods Pvt. Ltd. , manufactures markets the food items as it name suggests, across India. Suggest them correct media mix and justify. (15)

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