

S.D.E.
M.B.A. (E) Sem-IV (2 Year Course) : WINTER - 2018
SUBJECT: ELECTIVE – II: ADVERTISING & MEDIA MANAGEMENT
(Marketing Management)

Day: Wednesday
Date: 05/12/2018

W-2018-4755

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 **SAME** answer book.

SECTION-I

- Q.1** Discuss in detail functions and role of advertising in changing business scenario. (10)
- Q.2** Explain in brief role of advertising in service sector. (10)
- Q.3** Explain in detail organization setup of an Advertising Agency. (10)
- Q.4** Discuss different types of media and their merits in detail. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Advertising Copy
 - b) Industrial Advertising
 - c) Push- Pull strategy
 - d) DAGMAR- concept

SECTION-II

- Q.6** Mention and justify your choice of Bollywood Actor or Sport person as the best brand Ambassador for the following products: (15)
- i) Cold drink.
 - ii) Health club
 - iii) Clothes
- Q.7** ‘A good advertisement does not always promote the brand’. Comment on this statement with suitable examples. (15)
- Q.8** Design ‘Promotion Mix’ for a recently started online book store. (15)

* * * *