

S.D.E.
M.B.A. Sem-III (2013 Course) : WINTER - 2018
SUBJECT : ELECTIVE – III: ADVERTISING & MEDIA MANAGEMENT
(Marketing Management)

Day : Thursday
Date : 13/12/2018

W-2018-4574

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

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 **SEPARATE answer book.**
 - 3) Figures to the right indicate **FULL** marks.
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SECTION - I

- Q.1** “IMC is an integral part of marketing”. Do you agree? Justify your answer. [10]
- Q.2** Why is it important to devise the advertising strategy before executing a campaign? [10]
- Q.3** “Brainstorming is useful for creative advertising idea”. Comment. [10]
- Q.4** Describe various services provided by an Ad-agency. Also discuss the changing role of ad-agency in 21st century in a developing country like India. [10]
- Q.5** Do you think television is a superior medium of advertising than other conventional media? Why or why not? Justify your answer. [10]
- Q.6** As per one survey, ‘online news paper reading by residents of India has increased. What do you think are reasons for the increase? [10]
- Q.7** Write short notes on **ANY TWO** of the following: [10]
- a) DAGMAR
 - b) Media budget
 - c) Ethics in advertising
 - d) Advertising objectives

SECTION – II

- Q.8** What is media planning? Prepare a media plan for marketers of: [15]
- a) Fair and lovely cream
 - b) Baby food
- Q.9** Why is ‘personal selling’ of particular importance for pharmaceutical companies? Discuss giving examples [15]
- Q.10** Research indicates that color ads have more impact than black and white ads. Give your comments with reasons. [15]