

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))

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

Day: **Tuesday**
Date: **21/11/2017**

W-2017-1757

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

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** “Good advertisement is like a good movie” Explain with reference to advertising practices followed by marketers of milk based products in India. **(15)**
- Q.2** Discuss the concept and elements of Promotion Mix with suitable examples. **(15)**
- Q.3** Imagine you wish to set up an Advertising Agency in your city. How would you go about it? State your assumptions clearly. **(15)**
- Q.4** What are the steps of Media Planning Process? Explain with suitable examples. **(15)**
- Q.5** Write short notes on any **THREE** of the following: **(15)**
- a) Outdoor Publicity
 - b) Advertising of Services
 - c) Client Agency Relationship
 - d) Ad Budget

SECTION - II

- Q.6** Design an Advertisement Copy for promotion of drinking water purification filter with effective slogan and headlines. **(20)**
- Q.7** Assume that you are appointed as Marketing Manager of Patanjali brand for promotional activities throughout India. Elaborate the ethical and social issues to be involved while promoting from your point of view. **(20)**
- Q.8** What might be the Public Relations strategies adopted by marketers of each of the following: **(20)**
- a) Motor Driving school
 - b) Consumer Co – cooperative store
 - c) Retail Mall

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