

S.D.E.

M.B.A. (E) SEM-IV (2 YEAR COURSE) : WINTER - 2017
SUBJECT : Elective – II : ADVERTISING AND MEDIA MANAGEMENT
(MARKETING MANAGEMENT)

Day : **Wednesday**
Date : **20/12/2017**

W-2017-4388

Time : **02.00 P.M. TO 05.00 P.M.**
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) Answer to both the **SECTION** should be written in **SEPARATE** answer books.
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SECTION - I

- Q.1** Discuss the functions and services offered by an advertising agency. **(10)**
- Q.2** Explain in length the DAGMAR concept. **(10)**
- Q.3** Explain what is an advertising copy and the body parts of an advertising copy. **(10)**
- Q.4** Discuss various techniques used to study the effectiveness of an advertising campaign. **(10)**
- Q.5** Discuss the importance and process of media planning. **(10)**
- Q.6** Write short notes on **Any TWO** of the following : **(10)**
- a) Trade shows
 - b) Corporate advertising
 - c) Print media

SECTION - II

- Q.7** Design a promotion mix for the launch of a top-end, premium airline service to be launched in metro cities. **(15)**
- Q.8** As an expert of the advertising field you are expected to give you client advice on various media available for advertising and criteria for media choice. **(15)**
- Q.9** 'Many states in India now days promote their state with Bollywood stars as brand ambassadors thus making their state as a tourist destination'. Discuss. **(15)**

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