

S.D.E.

M.B.A. SEM-III (2013 COURSE) : WINTER - 2017
SUBJECT : ELECTIVE – III : a) ADVERTISING AND MEDIA MANAGEMENT
(MARKETING MANAGEMENT)

Day : **Friday** Time : **10.00 A.M. TO 1.00 P.M.**
Date : **29/12/2017** **W-2017-4214** 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** What is the role of advertising in changing business scenario? Elaborate with examples. **(10)**
- Q. 2** How does advertising influences society and economy giving rise to social, cultural and ethical issues? **(10)**
- Q. 3** List and explain various advertisement effectiveness testing techniques. **(10)**
- Q. 4** Discuss merits and demerits of various types of media. **(10)**
- Q. 5** Write short notes on **ANY TWO** of the following: **(10)**
- a) Advertising and Promotion Budget
 - b) Non-Commercial Advertising
 - c) Organization set up of Ad-agency

SECTION - II

- Q. 6** Design media mix for a International Tour Management Company and justify. **(15)**
- Q. 7** Airtel payment bank, offers 7.5 % interest on saving account. It has been established under new provisions by the government. Design a advertising copy for this bank. **(15)**
- Q. 8** Lady entrepreneur makes and markets Masala and Papads on small scale. Which media should she use for advertising her products? Why? **(15)**

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