

S.D.E.

M.B.A. SEM-IV (2010 COURSE)(3 YEAR COURSE) :

WINTER - 2017

SUBJECT : ELECTIVE – III: ADVERTISING AND MEDIA MANAGEMENT
(MARKETING MANAGEMENT)

Day : **Thursday**
Date : **21/12/2017**

W-2017-4284

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) Answers to both the sections should be written in **SEPARATE** answer books.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION – I

- Q.1** What are functions and types of Advertisement? [10]
- Q.2** Discuss the types and techniques of sales promotion and elaborate the role of sale promotion in achieving promotional goal. [10]
- Q.3** Discuss the role of social campaign in creating awareness about social message. Cite suitable examples to support your answer. [10]
- Q.4** Explain media selection process for any two types of products of your choice. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) DAGMAR
 - b) Advertising on internet.
 - c) Advertising copy.

SECTION –II

- Q.6** Advertising appealing to children is on increase. Is that good for our society? Give reasons. [15]
- Q.7** Design an advertising budget for a new brand of soda drink to be launched shortly. [15]
- Q.8** The country's largest two wheeler maker want advertising plan for a new product to be launched in Indian market. Suggest your plan of action as an advertising consultant. [15]

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