

Subject : Elective-II : Advertising & Media Management (Marketing Management)

Day : Thursday

Date : 08/12/2016

S.D.E.



Time : 02.00 P.M. TO 05.00 P.M.

Max Marks : 70 Total Pages : 1

N.B.:

- 1) Attempt any **FOUR** questions from Section-I.
- 2) Attempt any **TWO** questions from Section-II.
- 3) Figures to the **RIGHT** indicate full marks.
- 4) Both the sections should be written in the **SAME** answer book.

SECTION-I

- Q.1** Discuss in detail, different types of Advertising. (10)
- Q.2** Explain the role of Advertising in service sector with suitable example. (10)
- Q.3** Discuss objectives of sales promotion Campaign with example. (10)
- Q.4** Discuss the functions and services of an Advertising Agency. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) DAGMAR concept
 - b) Advertising copy
 - c) Merits and Demerits of Television Media
 - d) Public Relations.

SECTION-II

- Q.6** An Advertising Manager must consider social, cultural and ethical impact of advertising campaign. Elaborate with suitable examples. (15)
- Q.7** You are appointed as a Marketing Manager in an MNC that manufactures cosmetic products for men. Design different promotion mix plans to promote sale in Urban and Rural markets. (15)
- Q.8** With fast penetration in the urban market, internet has become an important advertising medium. Elaborate with suitable examples. (15)

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