

Roll No.

Total No. of Questions : 13]

[Total No. of Printed Pages : 3

DP-318

M.B.A. IIIrd Semester (FT)

Examination, 2018

Advertising Management

Paper - FSM-2

Time : 3 Hours]

[Maximum Marks : 80

Note :- Attempt all the questions.

SECTION - 'A'

8×4=32

Short Answer Type Questions

Note :- Attempt any four question. All questions carries equal marks.

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(1)

P.T.O.

1. What are the objectives of advertising ? Briefly explain.
2. Explain the wilibus schramm's model of communication.
3. Write a note on "Cognitive dissonance".
4. Explain the determination of Target audience of advertising.
5. Write a note on "Copy, Layout of advertising".
6. What is Recognition & Recall in advertising ? Explain.
7. Explain the concept of Evaluation in advertising.
8. Briefly explain the creative strategies in promotion.

SECTION - 'B'

16×3=48

Long Answer Type Questions

Note :- Attempt any three question. All questions carries equal marks.

9. Explain the contribution of advertisment in different Industries.
10. What are the roles of strategies in advertisment ? Explain.
11. Explain the campaign planning in advertisment with details.

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(2)

12. Write a note on "Rationale of Testing Opinion" and "Experimental designs".
13. Explain in detail the different forms of advertising.



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