

Advertising Management Paper -FSM-2

Time: 3 Hours]]Maximum Marks: 80

Section- 'A' Short Answer Type Questions Note:- Attempt any four question. All question carriers equal marks. $4 \times 8 = 32$

1. Explain all 5 M's of advertising in detail.
2. What is cognitive dissonance? How advertising is related it with cognitive dissonance ?
3. What do you understand Primary effect & recency effect? Explain with suitable corporate examples.
4. Discuss the legal and social aspects of advertising.
5. Advertising is wasteful expenditure for any business comment.
6. Write short notes on any two of the following :- decision
 - (b) Media Strategy.
 - (c) Role and responsibilities of advertising agency.
7. What are the various methods of Advertising Budgeting ? Explain in detail.
8. Which media you would recommend for the promotion of
 - (i) Herbal perfume
 - (ii) Reducing pollution in environment (Justify your answer)

SECTION-'B' Long Answer Type Questions Note:- Attempt any three question. All question carriers equal marks. $3 \times 16 = 48$

9. What are the various elements of any advertisement campaign ? Explain all the elements with suitable corporate examples.
10. What major factors does the media planner take into consideration while deciding on the media selection for the launch of the following :-
 - (a) Premium Passenger car
 - (b) Branded sports watch
 - (c) Low cost shoes
11. Suggest a promotional campaign for the launch of branded sugar ? You may specify your assumptions.
12. Explain various tools of integrated marketing communication in detail. Discuss their advantages and disadvantages.
13. Discuss the pros and cons of using an in house advertising agency. What are some reasons why companies might change from using an in house agency and hire an outside agency?