

DR-408**M.B.A. III-Sem.(F.T.) Examination, 2019-20****ADVERTISING MANAGEMENT****Paper-FSM-2****Time : 3:00 Hours****Maximum Marks : 80****Section A (4x8=32)**

Note: Attempt Both Sections

Note: Attempt any three questions from Q. 1 to Q.7. Attempt Q.8 Compulsorily. Each Question Carries 08 Marks.

- Q.1 What are the advertising creation stages in building of Advertising Program?
- Q.2 What are the different aspects an advertiser should consider while selecting an advertising agency?
- Q.3 Explain Public Service Advertising and its Importance.
- Q.4 What do you understand by Advertising Message Appeal? Explain different message appeals with the help of examples.
- Q.5 Write a detailed note on Advertising challenges in Globalisation era.
- Q.6 What are the fundamental differences between internet advertising and conventional forms of mass media advertising?

- Q.7 What is an Advertisement Copy. Describe its Types & Contents and Illustrate with Examples.

- Q.8 **Compulsory-Question on Media & Campaign Planning**

XYZ is a well known rice brand in North India. The company owning this brand now wants to enter the Ready-to eat food market. The company wishes to market both vegetarian (Vegetable, Soups, Snacks etc.) and non-vegetarian (Chicken Curry, Chicken Biryani etc.) food products on a national scale. Advise a promotional plan to the company covering the following aspects:

- (1) Creative Messages for the Advertisement
- (2) Media Planning Strategy.

SECTION-B (3x16=48)

Note: Attempt any two questions from Q. 9 to Q.12. Attempt Q. 13. (Caselet) Compulsorily. Each question carries 16 Marks.

- Q.9 Discuss DAGMAR approach to setting advertising
- Q.10. What is Creativity in Advertising? Briefly explain the various creative associations you are familiar with. Illustrate with suitable examples.
- Q.11 Describe the advertising creation stage in building of advertising program?

Q.12 Write short notes on the following:

- (1) Surrogate Advertising
- (2) Methods of Setting Advertising Budgets.

Q.13 Caselet (Compulsory) - Question — Ethical Aspects of Advertising.

POTENTIALLY HARMFUL ADVERTISING

Case Title: In the Eye of the Beholder?

Sarah Jones has recently been hired as a creative director at one of the Biggest Advertising agencies in the country. It is her dream job. She is leading an award winning team that is working on the largest and most lucrative account of the agency—a world renowned women's fashion brand. Her team is currently under a great deal of pressure to prepare a dynamite campaign for a new product introduction—a new line of fashions for teenage girls. Since sales of its flagship women's fashion brand have been stagnant, the client believes that this campaign is crucial to the continued viability of its business. Furthermore, the client has hinted that if the campaign is not an unqualified success (that is, truly sensational), then the entire account will go out for competitive bidding, and a new agency will likely be selected. Sarah is eager for the team to continue its winning record under her leadership, and she knows that losing this account would be devastating to the agency. However, an issue related to the campaign has begun

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to concern her. Specifically, the models selected for the campaign are young and exceedingly thin—heroin chic thin. Sarah recently has read some research regarding the negative effects that ultra thin female images in the media can have on teenage girls and their conceptions of beauty, and she feels uncomfortable about the images of beauty portrayed in the campaign. When she questioned one of her staff about this, he told her that the client liked this type of model, which had been used in its previous campaigns, and that it was the client's prerogative to use any type of model he wanted. Sarah knows that any questions that she raises could have negative effects on her staff. Since she is new, Sarah very much wants to win the respect and confidence of her team. She does not want to tinker with the team's winning formula, and she does not want to do anything to constrain their creativity.

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QUESTIONS:

1. What, if anything, is ethically problematic about this case?
2. Who, if anyone, is potentially affected by this approach and how?
3. What ethical guidelines apply in this case?
4. What options are available to Sarah Jones?

—x—

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