

Total No. of Questions - 10]  
(2022)

[Total Pages : 2

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**M.B.A. Examination**

**ADVERTISING MANAGEMENT**

Paper – MM-02

(Semester-IV)

Time : Three Hours]

[Maximum Marks : 60

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.*

**Note :** Attempt *five* questions in all, selecting *one* question from each unit. Each question carries equal marks.

**UNIT-I**

1. What do you mean by Ethical of Advertising? Elaborate.
2. Note down the role of advertising in our Society.

**UNIT-II**

3. Define cognitive learning. Explain its role in Advertising Management.

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4. Discuss the process of objectives setting in advertising with reference to hand sanitizer.

### **UNIT-III**

5. What are the experimental and recalling designs? Explain.
6. Note down different steps involved in advertising appeal.

### **UNIT-IV**

7. Define and differentiate compensation and appraisal of an advertising agency.
8. Elaborate the relevance of budget and attitude to understand the concepts of advertising.

### **UNIT-V**

9. What do you understand by media and media tools? Explain its types.
  10. Define and differentiate Retail Advertising and Public Service Advertising.
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