

Total No. of Questions – 10]
(2062)

[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 advertising? Explain its nature, scope and significance.
2. Note down various steps of the process of integrated marketing communication.

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UNIT-II

- 3. Explain the meaning and importance of cognitive dissonance theory in relation to advertising.**
- 4. Differentiate stimulation of primary and selective demand with reference to Dettol sanitizer.**

UNIT-III

- 5. Explain different steps considered for developing an advertising copy.**
- 6. Note down different steps involved in the media planning.**

UNIT-IV

- 7. What do you mean by testing opinion in relation to customers? Explain.**
- 8. Distinguish between recognition and attitude test.**

UNIT-V

- 9. Note down the role of creative advertng in Gramo-Udyog Mission of Government of India.**
- 10. Discuss different tools used in sales promotion of innovative products.**