

Subject : Elective-III : Advertising & Media Management (Marketing Management)

Day : Tuesday
Date : 14/06/2016



Time : 10.00 AM TO 1.00 PM
Max Marks : 70 Total Pages : 1

N.B.:

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section – II
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both sections should be written in the **SAME** answer book.

SECTION - I

- Q.1** What do you understand by media – mix planning? What are its advantages? **(10)**
- Q.2** Discuss obligations and responsibilities of the Advertising Agencies in 21st century. **(10)**
- Q.3** What are the testing techniques normally used to study advertising effectiveness? **(10)**
- Q.4** What are the types of media? Discuss merits and demerits of any two. **(10)**
- Q.5** Write short notes on any **TWO** of the following: **(10)**
- a) Promotion Mix
 - b) Techniques of advertising and promotion budget
 - c) DAGMAR
 - d) Criteria for media choice

SECTION - II

- Q.6** Design an advertising campaign of marathon event to be organized for spreading social awareness about the ill effects of increasing pollution. **(15)**
- Q.7** Design an advertising copy for promotion of a newly developed bathing soap for babies. **(15)**
- Q.8** Describe the roles of advertising in service sector such as banking and tourism. **(15)**

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