

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

Day : Monday

Date : 19/12/2016

S.D.E.



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** Discuss the roles and functions of advertising in the changing business scenario in India. **(10)**
- Q.2** Write a detailed note on Advertising Agency. **(10)**
- Q.3** “The effectiveness of advertising is decreasing day by day”. Comment on this statement in the light of increased use of public relations to reach out to the target customers. **(10)**
- Q.4** Which are the different media a marketer can use to communicate with the customers? Write merits and demerits of electronic media and social media. **(10)**
- Q.5** Write short notes on any **TWO** of the following: **(10)**
- a) Types of Advertising
 - b) DAGMAR
 - c) Advertising Copy
 - d) Techniques of Advertising Budget

SECTION - II

- Q.6** What is meant by Sales Promotion? Suggest suitable sales promotional programme for a super market in your city. **(15)**
- Q.7** Suggest a suitable media mix for a radio cab service equipped with state of art technology like GPS, Emergency alert app etc. operating in Pune. **(15)**
- Q.8** Differentiate between commercial and non commercial advertising. Give examples **(15)**

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