

Roll No.

Total No. of Questions : 14]

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MBA (Sem. - 3rd)

ADVERTISING MANAGEMENT

SUBJECT CODE : MBA - 902 (2012 Batch)

Paper ID : [C1197]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A : Attempt any Four questions. Each question carries 5 marks.
- 2) Section - B : Attempt Four subsections. Attempt one question from every subsection. Each question carries 8 marks.
- 3) Section - C : Consists of one case study of 8 marks.

Section - A

- Q1)** What do we mean by puffery in advertising?
- Q2)** What is the use of advertising planning?
- Q3)** Distinguish between advertising message and theme?
- Q4)** Explain the history of advertising agencies?
- Q5)** What constitutes electronic media?
- Q6)** What do we mean by surrogate advertising?

Section - B

Sub-Section - I

- Q7)** What is the role of advertising in marketing mix?
- Q8)** Explain the concept of DAGMAR in setting objectives in advertising?

Sub-Section - II

- Q9)** Distinguish between cognition and affect in advertising?
- Q10)** Describe how media is selected in advertising? Give examples.

Sub-Section - III

Q11) Describe an advertising layout. How do we design and produce advertising?

Q12) Describe the various advertising appeals mostly prevalent in India?

Sub-Section - IV

Q13) Describe a client-agency relationship?

Q14) Explain the organizational structure of an advertisement agency?

Section - C

Company ABC

Founded in 2005 by Mr. X & Mr. Y “Company ABC” was launched to offer people a healthier option in snacking, for their mid day hunger. Also there were no options to enjoy healthy unadulterated and hygienic juices anywhere in Mumbai or parts in India. Thus Company ABC was born in the suburbs of Mumbai, funded by the savings of the Founder Mr. X. The first outlet was designed by the Co-founder Mr. Y who always believed in making sure that the people should see what they are eating or drinking and thus the ‘Live Bar’ concept of Company ABC Juice Bar came into existence. A customer can also see the Juices being blend right in front of them whenever they step inside a Company ABC Juice Bar.

Today, they don’t just sell juices, but their menu has a lot of other Juices which are the products of a well researched Menu including Power Juices, Energy Boosters, Supplements, Shakes, Sandwiches, Pasta and Pizzas as well. They now have a workforce of over 600 well trained employees who cater to over thousands of satisfied customers every week.

An entrepreneur is venturing into this business and has bought a franchisee at a prime location. As an advertising manager for this venture, determine whether the advertising budget for the ‘Company ABC’ should be increased, decreased or kept the same as the current budget (hypothetical current budget may be decided).

