

Roll No.

Total No. of Pages : 02

Total No. of Questions : 15

MBA (2012 & Onward) (Sem.-3)
ADVERTISING MANAGEMENT

Subject Code : MBA-902

Paper ID : [C1197]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

- 1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.**
- 2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
- 3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.**

SECTION-A

1. What are the objectives of advertising management?
2. Is surrogated advertising allowed in India? If yes, discuss the guidelines in this regard.
3. Discuss the role of subliminal perception in advertising.
4. Explain copywriting in print advertising.
5. What is post-testing in advertising?
6. Explain DAGMAR approach in setting advertising objectives.

SECTION-B

UNIT-I

7. Define Integrated Marketing Communication (IMC). Discuss various principles of IMC.
8. How the understanding of communication process will help the marketers to manage advertising effectively? Discuss AIDA and Laivdgc models of consumer response hierarchy.

UNIT-II

9. Discuss various form of internet advertising in detail by quoting relevant examples.
10. What is media planning? Discuss various phases of media planning

UNIT-III

11. What do you mean by creativity in advertising? Discuss various strategies to bring creativity in advertising.
12. What is advertising budget? Discuss various-methods of advertising appropriation.

UNIT-IV

13. What is advertising effectiveness? Discuss various techniques of measuring advertising effectiveness.
14. Discuss the importance and organisational structure of advertising agencies.

SECTION-C

15. India's highways will become no advertising zones as the government has ordered the removal of all advertisement hoardings across the length and breadth of national highways. According to an order issued last week by the road transport and highways ministry, no hoarding will be allowed on the right of the way on national highways. The right of way also includes the 10 metre of land strip on both sides of the highway that runs along the length. India has a national highway network of one lakh km which the government has planned to double in the next four years. The ministry has formed a special team that would work on the removal of hoardings by prioritising the highways that have maximum congestion. National Highways Authority of India (NHAI) has been tasked with the inspection of all highways on immediate basis. "It has been decided that the regional and liasoning officers within their jurisdiction will inspect the NHs (national highways) by prioritising heavily trafficked NHs and other NHs in stages and submit inspection reports to the ministry for further necessary action," The government said. The ministry feels that advertisements cause distraction which often leads to accidents. An internal study conducted by the ministry has focused on the need to remove huge hoardings, a move which is in line with international practice. The government is working on a national roadmap to reduce the number of road accidents in India. The country has over five lakh road accidents every year on the NHs in which over 1.5 lakh people are killed. A target to reduce road deaths by half by 20. A target to reduce road deaths by half by 2020 has been set by Road Transport and Highways Minister Nitin Gadkari. The roads ministry has also launched Pradhan Mantra Surakshit Sadak Yojana with a corpus of Rs 2,000 crore to fix the black spots on highways where accidents occur regularly.

Question :

Discuss the application of this decision on different stakeholders of advertising business.