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Total No. of Questions: 10

Total No. of Pages: 02

MBA (Sem. 3)
ADVERTISING MANAGEMENT
Subject Code: MBA-902
Paper ID: C1197

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. Section A contains SIX questions carrying FIVE marks each and students have to attempt any FOUR questions.
2. Section B contains EIGHT questions carrying EIGHT marks each and students have to attempt any FOUR questions.
3. Section C consists of one case study for EIGHT MARKS.

1. **SECTION A**

- a) Name and describe the four roles advertising plays in business and in society.
- b) What is puffery in advertising? Give example
- c) Name and describe the five ways research is used in advertising planning.
- d) What is divergent thinking creative approach?
- e) Explain what layout means, and name four of the common ad layouts the art director might use?
- f) What is pre and post testing?

SECTION B

2. Define advertising and discuss where it fits in the marketing process. Compare and contrast hard-sell and soft-sell approaches and give an example of each.
3. Write short notes on following
 - a. AIDA model
 - b. Laivdge-Stenier model
4. Compare and contrast the Cognition and the Affective (or Emotional) Responses in the Facets Model. Name and describe the components of persuasion and how they work in advertising.
5. Write short notes on following
 - a. continuous, pulsing, and flighting strategies of media planning
 - b. factors affecting media budgets
6. Name and describe any five of the common message approaches.

7. Discuss in detail different methods of advertising appropriation.
8. Name and describe the six most common types of techniques used to conduct evaluative research that occurs after the ad has been run to determine if it met its objectives.
9. Explain why a company would use an advertising agency and describe the major functions performed by a full-service agency.

SECTION C

10. John is opening a Lion's Choice fast food roast beef restaurant in Ambala, India. This restaurant is actually nationwide, but this is the first franchise opening in this city. In fact, their strategy is to increase its presence in the South, where currently it does not have as many outlets as in other parts of the country but is opening about one new outlet each month. Although the national office does some advertising, franchisees are allowed to do local advertising using advertisements provided to them by the national office. However, John has only about 1, 00,000 to purchase media exposure.
 - a. What broadcast media and delivery systems is the national office likely to use for its advertising? Explain your answer
 - b. What broadcast media and delivery systems is John, the franchise owner in Ambala, India, likely to use for advertising? Explain your answer.
 - c. The local television station shared audience data with John to help him determine during which time he should advertise. It was rather confusing to him, and he wasn't sure what rating and share actually meant. Explain these two concepts