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Total No. of Pages : 02

Total No. of Questions : 15

**MBA (2012 & Onwards) (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 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 consists of ONE Case Study carrying EIGHT marks.

**SECTION-A**

1. What is surrogate advertising? Discuss with examples.
2. Outline use of DAGMAR in setting objectives.
3. Which media would be best suited for advertising soaps, beauty care products, automobile and medicines and to the products specially designed for “bottom of the pyramid”? List your reasons.
4. Discuss various components of ad copy.
5. Difference between media planning and scheduling.
6. What are various functions of an ad agency?

**SECTION-B**

**UNIT-I**

7. What is role of advertising in marketing process? Also discuss role of advertising in India's Economic development.
8. Write short notes on :
  - a. Economic and legal implications of puffery in advertising.
  - b. Steiner model of communication.

## UNIT II

9. What is cognitive dissonance? How helping understand cognitive dissonance helps a marketer? What role does advertising play in this aspect?
10. What are the methods and approaches used in selecting media? Explain importance of research in advertising and media planning.

## UNIT III

11. You are a campaign manager for "Clean India". Design a Advertising program for the campaign.
12. Discuss in detail various methods of advertising budgets. Also highlight the conditions/ industry in which each can be used.

## UNIT IV

13. Discuss in detail types, functions and originations of advertising agencies.
14. Why is it important to measure advertising effectiveness? Discuss pre and post measures to evaluate effectiveness.

## SECTION-C

### 15. Case Study

ABC, has a product portfolio of perfume among other beauty care products. It has introduced a perfume, in its international markets including India, under the brand name SK, named after the charismatic celebrity Salman Khan. The company is trying to segment the market on basis of gender and has decided to launch two types of SK. The perfume therefore is available in two variants, Silver for men and Gold for Women. The perfumes are priced at Rs.500 for a 100ml pump spray bottle. The strategy may be to capture a large number of consumers who are oriented towards film celebrities.

You are required to :

- a. Analyze the decision of the company to brand the perfume after SK. Form advertising perspective would the decision be beneficial.
- b. Develop a media strategy for the launch of the perfume.