



MBA.P.IV./05.13.0470

**MBA DEGREE (PT) VI SEMESTER EXAMINATION MAY 2013**

**SMP 2619 ADVERTISING MANAGEMENT**

Time: 3 Hours

Maximum Marks: 50

(5 x 10 = 50)

I. A. Discuss the role of advertising in the integrated marketing communication.

**OR**

B. Discuss how advertising could be used in building the brand and brand equity.

II. A. Explain the structure and functions of an advertising agency.

**OR**

B. Explain how advertising agencies develop an advertisement.

III. A. What do you mean by target audience? Explain the different dimensions of the audience that need consideration before deciding on the advertising strategy.

**OR**

B. What are advertisement appeals? Explain with examples different types of appeals and their use.

IV. A. Discuss the strengths and limitations of different media used for advertising

**OR**

B. Discuss how the effectiveness of an advertising program is evaluated.

V. A. Explain the need for and the role of advertising research.

**OR**

B. Explain with examples the ethical and legal issues of advertising.

\*\*\*