



MBA.T.IV/06.12. 499

**MBA (TRAVEL AND TOURISM) DEGREE IV SEMESTER EXAMINATION
JUNE 2012**

SMT 2409 ADVERTISING MANAGEMENT

Time : 3 Hours

Maximum Marks: 50

(5 x 10 = 50)

- I. A. What is the role of advertising in marketing process?
OR
B. Discuss the various basis of classification of advertising. Give examples.
- II. A. What are the steps required for developing advertising programmes?
OR
B. Advertising is wasteful expenditure for any business. Comment.
- III. A. What is campaign planning? Discuss the various steps involved in it.
OR
B. Discuss the various factors that are to be considered for the selection of a suitable media.
- IV. A. How does one measure the effectiveness of advertising?
OR
B. What are the major emerging trends in advertising?
- V. Case study (compulsory):
A dog –food manufacturer is trying to choose between medium 'A' and medium 'B'.
Medium 'A' has 10,000,000 readers and charges \$ 20,000 for a full page ad (Rs.2/- per 1000). Medium 'B' has 15,000,000 readers and charges \$ 25,000 for a full page ad (\$ 1.67 per 1000). What other information does the dog- food manufacturer need before deciding which is the better medium?
