

M.B.A. (IB) DEGREE III SEMESTER EXAMINATION NOVEMBER 2010

SMI 2308 ADVERTISING MANAGEMENT

Time : 3 Hours

Maximum Marks : 50

(5 x 10 = 50)

- I. A. Explain the role of advertising in integrated marketing communication.
OR
B. Write notes on :
(i) Ethical considerations of advertising
(ii) Advertising and brand building
- II. A. Write a report on type of agencies, structure of an agency and its functions.
OR
B. Illustrate the basic advertisement elements that should be there in an advertisement copy.
- III. A. (a) What is DAGMAR approach of advertisement?
(b) Critically appraise the various creative strategies in advertising.
OR
B. Explain copy testing. How is it implemented?
- IV. A. What is the necessity of media planning and its selection?
Explain with examples.
OR
B. Discuss the advantages and disadvantages of internet advertisements.
- V. A. Explain the methods to measure the effectiveness of advertisement.
OR
B. Why do retailers prefer to propagate their promotional activities through newspapers than any other media? What are the advantages and disadvantages of print media? If you are a retailer, how will you promote your store and what media planning you would be doing for a festival season.

