

**Subject : Elective-II : Advertising & Media Management (Marketing Management)**

Day : Saturday

Date : 04/06/2016



Time : 02.00 P.M. TO 05.00 P.M.

Max Marks : 70 Total Pages : 1

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**N.B.:**

- 1) Attempt any **FOUR** questions from Section-I.
  - 2) Attempt any **TWO** questions from Section-II.
  - 3) Figures to the **RIGHT** indicate full marks.
  - 4) Both the sections should be written in the **SAME** answer book.
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**SECTION-I**

- Q.1** Discuss the importance of Advertising in promotion mix. (10)
- Q.2** Discuss different advertising effectiveness testing techniques in detail. (10)
- Q.3** Explain organization set-up of an advertising agency in detail. (10)
- Q.4** Discuss in detail, techniques of promotion budget. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Objections to advertising
  - b) Internet advertising
  - c) Merits and demerits of print media
  - d) Salesmanship.

**SECTION-II**

- Q.6** Many advertisements fail to achieve the desired results. Discuss the concept of DAGMAR with suitable examples. (15)
- Q.7** As a Marketing Manager of a Public Sector bank, design a promotion campaign to compete with private sector banks. (15)
- Q.8** Design the media mix plan for the following products: (15)
- a) Food processor
  - b) Air conditioner

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