

Your Roll No.....

M.B.A. Semester III EXAMINATION, 2017
Paper-MBA-GE -MM-01
ADVERTISING AND COMMUNICATION MANAGEMENT

Time: Three hours

Maximum Marks: 75

(Write your roll no at the top immediately on receipt of this question paper.)

All questions are compulsory and carry equal marks i.e. **15 marks each**.

NOTE: Support your answers with appropriate example.

Attempt any 5 questions.

1. Discuss the changing role of Advertising and the IMC approach with a suitable examples from FMCG sector only.
 2. Do you think the role of suppliers as key players in the advertising strategy is dissolving? Discuss
 3. Discuss the IMC plan for a product in the maturity stage and how it is different from a product in the decline phase.
 4. What are the differences between informational/rational appeals and the factors that would lead to the use of one over the other. Find examples of advertising campaigns that use each type of appeal and discuss the reasons why it is used by the advertiser.
 5. Recently Salman Khan and Katrina Kaif was invited to launch a book by a famous writer on Ranthambore tigers? They accepted the invite as they had to promote their upcoming movie "Tiger Zinda Hai". How far do you think such promos are ethical and what should be the upper limit for such campaigns?
 6. Write Short notes:
 - a) Facets model
 - b) AIDA model
 - c) Advertising Budget
 7. Define Creativity. Discuss the BBDMs 9 principles and its implication on the advertisements.
 8. What is DAGMAR? Explain how marketers might use DAGMAR in establishing objectives. What are some of the problems associated with the use of DAGMAR?
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