

Your Roll No.....

M.B.A. Semester III EXAMINATION, 2022-23 (ODD SEMESTER)

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 key concepts of modern advertising. What are the various roles that key players perform?
2. Discuss the types of advertising agencies? Can they influence the advertiser in terms of their uniqueness and innovation or vice versa? Why and Why Not? Support your answer with real examples.
3. Do you agree that Facets model is considered as the most preferred way to design an ad? Discuss with at least two Ad Campaign.
4. How modern age advertising changes the moods and preferences of consumers? Elucidate with help of some latest campaigns.
5. How campaigns are designed and launched? Discuss with reference to Consumer Durable industry.
6. What is a Creative strategy? How does it lead to a big idea? What is criteria laid down by BBDM for judging the advertisement's credibility?
7. Discuss the importance of IMC concept and its relevance in today's changing communication strategies.
8. Write short Notes on
 - a) Advertising Budget
 - b) Aperture Concept
 - c) Media Plan and scheduling strategies

