

Department of Management**M.B.A. Semester III EXAMINATION, 2018 (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. Define the concept of Modern Advertising. What are its role and functions?
 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. What are the different types of advertising? Discuss any one of them with two examples.
 4. How modern age advertising changes the moods and preferences of consumers? Elucidate with help of online advertising campaigns.
 5. How campaigns are designed and launched? Discuss with reference to FMCG industry.
 6. What is a Creative strategy? How does it lead to a big idea?
 7. Discuss the DAGMAR APPROACH and the nine principles.
 8. Write short Notes on
 - a) Advertising Budget
 - b) Facets Model
 - c) Media Plan
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