

Your Roll No.....

M.B.A. Semester III EXAMINATION, 2019 (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. What are the prominent features of Modern Advertising. Discuss 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. Advertising is of many types? Do you agree? Discuss any two examples.
 4. Changing consumer behavior is the result of the convincing power of the advertisements. Discuss in the light of Communication role of the Advertising World.
 5. In this world when the consumer can review any products/services reviewing the offers what challenges does an advertiser faces while showcasing the products or Services.
 6. How campaigns are designed and launched? Discuss with reference to B2C model.
 7. Discuss the DAGMAR APPROACH and the nine principles.
 8. Write short Notes on
 - a) Advertising Budget
 - b) Message Strategy
 - c) Media strategy
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