

Jama University
MBA III Semester Examination - December 2025

Subject Name: Advertising & Communication Management

Max. Marks: 60

Subject Code: MBA-GE-MM-01

Time: 2.5 Hours

Attempt any Five Questions. All questions carry equal marks

(5 x 12 = 60)

NOTE: Support your answers with appropriate example.

1. Discuss the key concepts of modern advertising. What are the various roles that key players perform?
 2. Discuss any one advertising agency of your choice. Is it resilient? Do you think they can sustain with the changing business environment?
 3. Do you agree that Facets model is considered as the most preferred way to design an ad? Discuss with at least one Advertising 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
-