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School of Management and Business Studies
Department of Management
Odd Semester Examination - January 2024
Integrated MBA-IX Semester
MBA(I)-GE-MM-01
Advertising and Communication Management

Roll No...

Duration: 3 Hour

Max.Marks -75

(15X5=75)

Note: Attempt any Five Questions, All questions carry equal marks

- Q1: Define Modern Advertising and discuss its roles and functions with examples.
- Q2: Draw the Facets Model and discuss its component with examples
- Q3: Identify the key players in marketing and how the organisation of industry affects advertising.
- Q4: Creativity gives new dimension to perception. do you agree with the statement? If yes then how and if, no then why?
- Q5: How an advertiser/marketer should decide about promotional strategies with reference to consumers stages of adoption? Discuss with examples for each stage.
- Q6: Enlist BBDM's Nine principles and discuss 1 advertisement of your choice which best fits the principles.
- Q7: Summarize the structure of the advertising agency industry and how agencies work with their clients.
- Q8: Write short notes on
- a) Advertising Budget
 - b) Media Strategy
 - c) Key Concepts in Advertising