

SANT GADGE BABA AMRAVATI UNIVERSITY , AMRAVATI
H.V.P.M.'s
College of Engineering & Technology, Amravati
MASTER OF BUSINESS ADMINISTRATION (BI-ANNUAL PATTERN)
SEMESTER – III (CBPAS) EXAMINATION OF SUMMER-2020
Advertising Management

Time – One Hour

Max. Marks – 20

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Note:

- 1) Figures to the right indicate marks**
- 2) Each question set carries 10 marks.**
- 3) Solve any two set of questions**

Q.1 (1.1) Explain the economic and social aspect of advertising?2M

(1.2) Advertising is nothing but communication persuasion” Explain.
2M

(1.3) What are the different element of ‘COPY’. **2M**

(1.4) What are the different factors that should be considered for media planning?
2M

(1.5) Write down the various ways of evaluating advertising creativity effectiveness. **2M**

Q.2. (2.1) Define advertising. Explain its importance in marketing in current scenario. 2M

(2.2) Just by changing name of the product “Aarey Cold Milk” to “Energy Ice Cold Milk for thirsty and hungry” the sale of cold milk manufactured and marketed by Aarey Milk Company double --- further tripled in few month. Do you think that communication has played its role in it? 2M

(2.3) You are asked to advertise a tooth paste product with Fear and Non Fear appeal. What headlines you would like to use? Justify your answer. 2M

(2.4) ‘Anand Sagar’ is project coming up in Shegaon where you and your family can have entertainment, varieties snacks and meals at very low price and also meditate if you

wish. Within short spam of time it has gained popularity. Many people suggested to advertise this project throughout Maharashtra but project manager insisted on mouth publicity. You are asked to evaluate effectiveness of this mouth publicity.

How will you do it? 2M

(2.5) Jyoti Ltd. Amravati transformer and electrical appliances company is introducing “solar water heater for industrial purpose”. You are asked to do media planning for them. How will you do it 2M

Q.3 (3.1) The claims made in advertising are generally not found true". Comment on above statement with reference to ethical, moral and social aspects. . 2M

(3.2) Despite nationwide campaign of eradication of polio and use of polio doses, there are some cases of polio found in recent years. Do you think this is failure of communication? Justify your answer. 2M

(3.3) Explain how DAGMAR approach helps in evaluating advertising effectiveness.. 2M

(3.4) State and explain various methods of determining advertising budgets. 2M

(3.5) Maharashtra Government has decided to promote tourism in the state. With a background of History and Historical places, Forts in Maharashtra. Government wishes to advertise extensively such proposal for promotion. You are asked to draft creative strategy for successful promotion. How will you do it 2M

Q.4 (4.1) “In today’s world, marketing is synonyms with differentiation”. Illustrate the statement with role of advertising in marketing process. . 2M

4.2 Advertising is communication”. Explain in light of process of communication. 2M

4.3 What are different steps involved in building advertising programme? 2M

4.4 Explain the various factors that are considered while selecting Advertising Agency for advertising job. 2M

4.5 Write Short notes on Creative strategies to be used in Advertising management 2M