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Register Number
Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015

(MARKETING MANAGEMENT)

(FIRST YEAR)

170: ADVERTISING MANAGEMENT

Time: Three hours

Maximum:75 marks

SECTION-A

(5×3=15)

Answer any FIVE questions

1. State any three objectives of advertising.
2. What do you mean by “Advertising Audit”?
3. What is copy fitting?
4. Mention any two factors influencing media.
5. Give three differences between advertising and consumer behaviour.
6. What do you mean by electronic media?
7. What is advertising budget ?
8. Write three points about political advertising?

(3×10=30)

SECTION- B

Answer any THREE questions

9. Explain the social issues in advertising.
10. Describe the parameters to allocate the advertising budget.
11. How does media research influence the advertising decisions?
12. AIDAS-Explain.
13. Differentiate the “Advertising department and Advertising agency”.

SECTION- C

(1×15=15)

Answer any ONE question

14. Enunciate the need, objectives and limitations of advertising.
15. Explain the various functions of “Advertising Agency”.
16. Elaborate the type of print media.

SECTION- D

(1×15=15)

(Compulsory)

17. Which advertising media would you suggest for advertising the following?-Give reasons
a) AIDS control b) Afforestation
