

Roll No.

Total Pages : 3

BCM/M-20

12298

ADVERTISING

Paper-BC-406

Time Allowed : 3 Hours]

[Maximum Marks : 80

Note : Attempt five questions in all. Question No. 1 is compulsory carrying 4 marks each. Attempt 4 questions from the remaining 8 questions carrying 15 marks each.

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Compulsory Question

1. Answer all the questions :

4×5=20

(i) Explain the elements of Promotion mix.

(ii) Explain the term Fusion Advertising.

(iii) Explain the main Social objections against Advertising.

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- (iv) Explain Rational appeal in Advertising.
- (v) Explain various stages of Buying process.
2. “Money spent on advertising is an investment and not waste”. Do you agree ? How ? 15
3. What do you mean by Communication process in Marketing ? Explain the role of source in marketing communication. 10,5
4. What do you mean by Media Planning ? Explain factors affecting Media Planning. 5,10
5. Why do clients leave ad-agency ? Suggest some ways to improve Client Agency relationship. 10,5

6. Describe various methods of Evaluation of Advertising effectiveness. 15

7. Explain various approaches/methods to determine the size of Advertising budget. 15

8. What do you mean by Advertising Copy ? Explain the elements of a Print advertising copy in detail. 5,10

9. Explain the importance of studying Consumer behaviour in Advertising. Discuss various difficulties in the study of Consumer behaviour. 10,5