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Sl. No. : 2321 GC 3 Your Roll No.....
Unique Paper Code : 62154305
Name of the Paper : Advertising and Sales Promotion
Name of the Course : BA Programme Marketing Management
Semester : III
Duration: 3 hours Maximum Marks: 75

Attempt all questions. All questions carry equal marks.

1. (a) What is advertising? Mention the importance of advertising in mass communication and persuasion to business, consumers and the society (givesuitable examples)? (10)
- (b) Differentiate between advertising and publicity? (5)

OR

- (a) "All advertising is a social waste." Critically examine this statement. (7)
- (b) Identifythe type of advertising in the following cases and give reasons:
1. An advertisement by Pantaloons as "the MD styled by Pantaloons"
 2. An advertisement by Kamala Nagar Traders to make shopping during Diwali festival and win fabulous prizes.
 3. An advertisement by Maruti Udyog Ltd. showing a comparative analysis of Wagon R, Santro car and other cars on the basis of price, mileage, engine, interiors and leg-room.

P.T.O.

4. An advertisement by the Ministry of Consumer Affairs, Government of India for 'JagoGrahakJago'. (8)
2. (a) Define DAGMAR model? Explain how marketers can use DAGMAR to establish objectives. What are some of the problems associated with the use of DAGMAR model? (10)
- (b) What is a target market? By giving suitable examples mention how advertisers design advertisements for their audience? (5)

OR

- Define advertising budget? What are the various factors which are to be taken into consideration while deciding about the advertising budget?
- Explain the percentage of sales method and objective and task method of preparing an advertising budget? (15)
3. (a) What are the differences between rational and emotional appeals? By giving suitable examples explain how advertisers make use of fear and humour appeals in advertisements? (10)
- (b) Explain the following terms with relation to selection of a media category:
- (a) Reach
- (b) Frequency (5)

OR

- What are the essentials for an effective advertising copy for print media?
- How does effective visual, slogan, logo, colour and proper illustration help in capturing the attention of the target audience? (15)

4. What is an advertising agency? Explain the various types and functions performed by an advertising agency? What are the major factors to be considered by an advertiser in selecting a suitable advertising agency? (15)

OR

“One of the essential steps in advertising management is to measure the effectiveness of an advertisement.” In the light of the above statement explain the pre-testing and post-testing methods of measuring advertising effectiveness? (15)

5. Write short notes on any three of the following: (15)
- a) Ethical and legal aspects of advertising
 - b) Media Scene in India
 - c) Media scheduling
 - d) Agency-client relationship
 - e) Elements of radio copy