



JP – 942

IV Semester M.B.A. (Day)/Sixth Semester M.B.A. (Evening) Degree

Examination, June 2008

(Updated Scheme)

MANAGEMENT

M-6 : Advertising Management

Time : 3 Hours

Max. Marks : 75

*Instruction: Answer all the Sections.*

SECTION – A

1. Answer **any six** of the following. Each question carries **two** marks. (6×2=12)

- a) What is “Symbol” ?
- b) What is “Outdoor advertising” ?
- c) What do you mean by “labeling” ?
- d) What is ‘advertising copy’ ?
- e) What do you understand by “Brand equity” ?
- f) Give an example for “Catalogue” advertising.
- g) What is “Public Relation” ?
- h) What do you mean by “Commercial advertising” ?
- i) List out atleast four events to promote the B-Schools in Bangalore.

SECTION – B

Answer **any four** of the following. Each question carries **five** marks. (4×5=20)

2. “All advertisement is publicity while all publicity is not advertisement”. Discuss.
3. What is the importance of advertising ? What considerations are made before setting advertising objectives ?
4. Bring out the importance of “Audio-visual” creative advertising.
5. What are the Seductive advertisements ? Explain the major impact to adolescents in India.
6. Explain briefly the significance of ‘database management’ in Indian Scenario.
7. What is marketing mix ? Discuss the ethical issues and dilemmas in advertising management.

P.T.O.

SECTION – C

Answer **any three** of the following. Each question carries **ten** marks. (3×10=30)

8. What are the main considerations to be kept in view in the media selection ?
9. Define advertising. Explain the methods of determining advertisement budget.
10. "Money spent on advertising is a sheer waste". Explain.
11. Explain the advertising strategies to be adopted for competing in turbulent markets.
12. What are the salient features of advertising management ? Critically examine the social, legal and global factors of advertising management.

SECTION – D

13. It is **compulsory**.

Read the following case and answer the questions given at the end. It carries **thirteen** marks.

**You are the marketer of Sony PDA System and Marketing Plan**

Advertising, Sales promotion, public relations and direct marketing – both online and off – are among the most visible outcomes of any marketing plan. Marketers plan these programmes with special care because of the support they provide for the product, pricing and distribution strategies described in the marketing plan.

At Sony, you are starting to plan the promotional support for launching the new personal digital assistant (PDA) product next year. After reviewing your earlier marketing mix decisions and thinking about the current situation (especially your competitive circumstances), respond to the following questions as you decide on your promotion strategy.

- 1) What messages do you want to communicate your target audience ? What media are most appropriate and why ?
  - 2) What role should e-marketing plan in your new-product launch ?
  - 3) Which of the direct – marketing channels are most appropriate for reaching PDA buyers ?
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