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Roll No

MAM-703

**MAM/MBA (Dual Degree/Integrated Course),
VII Semester**

Examination, November 2018

Advertising Management

Time : Three Hours

Maximum Marks : 70

- Note:* i) Attempt any five questions.
ii) All questions carry equal marks.

1. Define Advertising. Explain its roles in the Marketing Process.
2. Write a note on legal aspect of Advertising.
3. What is Segmentation? Discuss various determinants for Segmentation.
4. Discuss promotional objectives with reference to DAGMAR approach.
5. What is Advertisement copy? Discuss its components and types of Advertisement copy.
6. What is media planning? Discuss types of media for promotion.

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7. Discuss Advertising budget in brief.

8. How to measure the effectiveness of the promotional program?
Discuss the pre-testing and post-testing in brief.

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