

functions.

- Q.4 Explain the changing trends in advertising.
- Q.5 What is advertising copy? Give its structure in detail.
- Q.6 What is advertising budget? Give its procedure.
- Q.7 Explain in detail Television commercial planning and production.

No. of Printed Pages : 4
Roll No.

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5th Sem. / DBM, DBM (IPM)
Subject : Advertising Management

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1 a) Sales _____ by spending on advertising.(increase / decrease).
- b) Direct advertising.
- c) Define illustration.
- d) Travelling displays.
- e) Advertising agency.
- f) Publicity.
- g) Informative headline.
- h) Name 2 features of a good headline.
- i) Balloon advertising.

(60)

(4)

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- j) Post testing.
- k) Who is an advertising manager?
- l) Sales promotion.
- m) International advertising.
- n) Define media planning.
- o) Name 2 indoor media sources of advertising.
- p) Progress testing.
- q) Illustration should be _____.
(simple/complex)
- r) Advertising appeals.

SECTION-B

Note: Short answer type questions. Attempt any ten parts
10x4=40

- Q.2
- i) What are advertising execution styles?
 - ii) Need of advertising.
 - iii) Elements of advertising agencies.

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- iv) Problems in media planning.
- v) What is retail advertising?
- vi) Approaches of advertising budget.
- vii) Functions of advertising agencies.
- viii) Essentials of good illustration.
- ix) Problems in retail advertising.
- x) Difference between publicity and advertising.
- xi) Limitations of radio advertising.
- xii) What is creative strategy?
- xiii) Merits of direct advertising.
- xiv) Role of advertising manager.
- xv) Benefits of advertising execution styles.

SECTION-C

Note: Long answer type questions. Attempt any three questions.
3x10=30

- Q.3 Define advertising give its objectives &

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