

SECTION-C

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

- Q.3 What is an advertising campaign? What steps you will take while preparing an advertising campaign.
- Q.4 What is code of ethics? Discuss the ethics of public relations.
- Q.5 Advertising is attacked socially very badly. How would you justify?
- Q.6 What do you know about advertising regulations? Describe it with special emphasis on patents and trade marks?
- Q.7 Describe the role and importance of media in advertising.

No. of Printed Pages : 4

Roll No.

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5th Sem. / 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) Advertising management.
b) Consumer.
c) Publicity.
d) Difference between advertising and propaganda.
e) Ethical objections.
f) Is advertising useful?
g) Society.
h) Target Audience.
i) Typography.

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- j) Public relations.
- k) Media schedule.
- l) Coordination.
- m) Advertising budget.
- n) Corporate image.
- o) Trade mark.
- p) Advertising Planning.
- q) Illustration.
- r) Layout.

SECTION-B

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

- Q.2
- i) What is advertising?
 - ii) Is advertising same as publicity and propaganda?
 - iii) Explain the role of advertising in modern business world.

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- iv) What is ad agency?
- v) Does advertising influence the consumer prices?
- vi) What is advertising planning?
- vii) Do you agree with the view that advertising leads to expansion of consumer market?
- viii) What do you mean by layout in advertising?
- ix) What strategies and models are used in media selection?
- x) What do you mean by public relations?
- xi) Is advertising a great social force in today's world?
- xii) Explain some of the legal aspects of advertising.
- xiii) What steps you will take while planning an advertising campaign?
- xiv) Explain the determinants of target audience.
- xv) Explain the importance of typography in advertising.

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