

**Paper II: Marketing Communication and Advertising
Semester V**

**Date: 28.08.09
Time: 2 hrs.
Marks: 50**

- 1. Answer any THREE questions: (3x4=12)**
- a) What do you understand by target audience?
 - b) What is corporate advertising? What are its objectives? (2+2)
 - c) What do you understand by surrogate advertising?
 - d) What are the advantages and disadvantages of percentage-of-sales method in deciding advertising budget? (2+2)
- 2. Answer any THREE questions: (3x8=24)**
- a) What are the functions of advertising?
 - b) Explain the concept of DAGMAR. Why is it criticized? (6+2=8)
 - c) Explain the Lavidge and Steiner model for setting advertising objectives.
 - d) What are the implications of message sidedness and order of presentation in a message?
- 3.**
- a) What is positioning in the mind of the consumer in an advertising context?
 - b) Give examples to discuss alternative positioning options available to an advertiser. (4+10=14)
- OR
- a) Discuss the ethical issues in advertising.
 - b) What is the role of ASCI in regulating advertising? (10+4=14)

**Paper II: Marketing Communication and Advertising
Semester V**

Date: 30.09.2008

Time: 2 hrs.

Marks: 50

1. Answer any THREE questions:

(3x4=12)

- a) What do you understand by target audience?
- b) What are the different elements of a good copy?
- c) Write a short note on AIDA Model.
- d) Explain the concept of USP.

2. Answer any THREE questions:

(3x8=24)

- a) What are the functions of advertising?
- b) Detail the steps involved in the process of marketing communication.
- c) Discuss the different techniques of media scheduling.
- d) Discuss different advertising appeals with suitable examples.

3.

- a) What is positioning in the mind of the consumer in an advertising context?
- b) Give examples to discuss alternative positioning options available to an advertiser.

(4+10=14)

OR

- a) What do you mean by campaign planning?
- b) Discuss different steps in building campaign plan.

(2+12=14)