

Roll No.

Total No. of Pages : 03

Total No. of Questions : 15

MBA (2012 & Onward) (Sem.-3)
ADVERTISING MANAGEMENT
Subject Code : MBA-902
Paper ID : [C1197]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

SECTION-A

- 1) Highlight the concept of integrated marketing communication.
- 2) Write a note on ethics in advertising.
- 3) What factors should be kept in mind in media selection?
- 4) Recommend ways to develop strong advertising agency-client relationship.
- 5) Highlight the importance of pre-testing of an advertisement.
- 6) What are the features of a good copywriting?

SECTION-B

UNIT-I

- 7) Explain Laivdge-Steiner model of integrated communication with suitable illustrations.
- 8) Describe the concept of DAGMAR in setting advertising objectives.

UNIT-II

- 9) Critically examine the relative advantages and disadvantages of various media commonly used for advertising, with illustrations.
- 10) What are attributes of a good media scheduling strategy? Elaborate.

UNIT-III

- 11) What are alternative techniques for allocating advertising budgets? Elaborate.
- 12) Highlight important guidelines for copywriting, with illustrations.

UNIT-IV

- 13) Highlight the roles and responsibilities of advertising agencies, with examples.
- 14) Recommend tools for measuring effectiveness of advertisements, with illustrations.

SECTION-C

- 15) **Read the case study “A Turnaround Story” and answer the related questions**

A Turnaround Story

Walt University has a challenging task ahead to attract graduates to its newly launched post-graduate curriculum in business administration. The university, in its 20 years of existence has acquired a name to produce good quality students, particularly in the fields of engineering and technology. The university has a sprawling-campus spreading over 2.8 square kilometers bestowed with lush greeneries and panoramic lakes. The natural environment surrounding the university lends a community prestige to this, educational fortress; The university is also equipped with rich libraries, labs, teaching faculties, infrastructure and IT supports health care unit, gymnasium, and other facilities.

In spite of all this, the university has failed to pull enough students unlike other universities in the same state. Few problems can be cited to this regard :

- a) Admission procedure is too rigid and competitive.
- b) Advertisements for admission to various courses are posted only in two regional news papers.
- c) A common perception of high academic standard debar ordinary students to show enthusiasm in getting admission tickets

Recently, the university has opened a public relation cell engaging a senior public relation officer that has started campaigning with advertisements in newspapers, cable TV, and outdoor hoardings in suitable positions to drive out misconceptions among students and their guardians. Announcement of few scholarships for top ranked students and waiving of the tuition fees up to fifty per cent for poor but academically deserving students is also a part of this promotion. The campaign at the same time focuses on social orientation, value system, performance, and other positive features. This promotion programme has, indeed enabled the university to attract a large chunk of students from different socio-economic strata and improves the roll strength significantly. A good communication programme obviously has helped to reach target groups and build conviction amongst potential students.

Questions :

- a. Apply AIDAS model to examine the effects of its components to reach the communication objectives for Walt University.
- b. Good public relation calls for 'good deeds followed by good words'. How far is this observed in public relation campaign?