

**Third Semester M.B.A., (Distance Mode) Degree Examination  
June 2009**

**MBA DP 304 MM : ADVERTISING MANAGEMENT**

Time : 3 Hours

Max. Marks : 75

**SECTION - A**

**Answer the following. Each sub-question carries TWO marks.**

**(2x5=10)**

1. Explain the following terms.
  - a) Advertising layout
  - b) Visualization
  - c) Slogans
  - d) Free lancers
  - e) Transit advertising

**SECTION - B**

**Answer any FIVE of the following. Each question carries SIX marks.**

**(5x6=30)**

2. How to select advertising agency?
3. Briefly explain the different types of advertising appeals.
4. Explain the significance of advertising research.
5. Explain any two methods of determining advertising budget.
6. Distinguish between transit and outdoor advertising.
7. Explain the role of advertising in modern business world.

**SECTION - C**

**Answer the following Q. No. 8 and 9 carry 10 marks each and Q. No. 10 carries 15 marks.**

**(2x10+15=35)**

8. a) What do you mean by media reach ? How is "reach" decision made?  
**OR**
  - b) Briefly explain the process of message design and development.
9. a) Explain the significance of creativity in advertising. List any four creative ads you observed in TV.  
**OR**
  - b) Explain the methods to evaluate advertising effectiveness.
10. Explain the impact of advertising on children, women and society.