

MAY 2011

P/ID 77518/PMEB

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the task and process of advertising.
2. How do you segment the target audience in advertising?
3. What are the steps involved in Media Planning?
4. Write short notes on “Web Advertising”.
5. How to plan for advertising budget?
6. List out the objectives and advantages advertising agencies.
7. What we understand by “Ethics in Advertising”?
8. How to manage and control the advertising campaigns?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. How the advertising manager should define the target audience in advertising? List out the suitable example.
10. Explain the factors and process involved in developing messages and copy in advertising.
11. Distinguish the advantages and disadvantages of advertising agencies.
12. Briefly explain the channel-sales promotion methods.
13. Explain the types of campaign strategies to be adopted in advertising.
14. “Any advertising is aimed to be for the economic relevance” – Evaluate the statement and comment.
15. How to measure the advertising effectiveness? What factors contribute advertising effectiveness?
16. “Ethics in advertising is an essential commodity for the society” – How and why it is important?

PART C — (1 × 20 = 20 marks)

Compulsory.

17. A company market the FMCG product in India. This company wanted to promote their product exclusively “Dandruff Shampoo” in South India Market. Assume that you have a opportunity to be a advertising and promotion manager for South India Market. How will you plan for your operation and organization of the market?
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