

1127

B.A./B.Sc.(General)-3rd Semester**Advertising, Sales Promotion & Sales Management**

Paper-III: Advertising Media

(In all mediums)

Time allowed: 3 Hours

Max. Marks: 100

NOTE: Attempt five questions in all, including Question No. I (Unit-I) which is compulsory and selecting two questions each from Unit II-III

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UNIT – I

- I. Attempt any four of the following: -
- What are the various types of advertising media?
 - Discuss the various problems of business for rural marketing.
 - What is the role of advertising agencies for sales promotion?
 - Discuss the various functions of advertising department of an organization.
 - What is media scheduling?
 - Discuss the various characteristics of outdoor media. (4×5)

UNIT – II

- II. What is media planning? What factors should be kept in mind for selecting advertising media? (20)
- III. What are the bad effects of misleading advertisements? How advertisement can be made effective? (20)
- IV. What is advertising cost? How cost for advertising in a media should be evaluated? (20)
- V. Write short notes on the following: -
- Media scene in India
 - Reach and frequency of advertisements (20)

UNIT – III

- VI. What is advertising effectiveness? Discuss the importance and difficulties for measuring advertising effectiveness. (20)
- VII. Discuss the importance of advertising agencies for planning advertising criteria and selection of media. Discuss the various functions performed by a full service advertising agency. (20)
- VIII. How cost of advertising is related to sales? What should be the ideal advertising budget? How a company can get maximum advantage from advertising? (20)
- IX. Write short notes on the following: -
- Methods of pre-testing and post-testing advertising effectiveness
 - Regulation about advertising in India (20)

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