

2072

Diploma Course (Add-on)  
Advertising and Sales Management  
Paper –I: Advertising in India

Time allowed: 3 Hours

Max. Marks: 75

**NOTE:** Attempt five questions in all, including Question No. I which is compulsory.

x-x-x

I. Attempt any five of the following:-

- a) Explain the role of advertising agency. '
- b) Discuss the two-fold agency relations.
- c) Which method of evaluation of advertising is more effective and why?
- d) Why media research should be given more importance?
- e) What do you mean indoor media?
- f) Explain the characteristics of a good advertising department.
- g) How to make press conference effective?
- h) How you take scene in India? Any changes observed by you, please comment.

(5x3)

II. How print media differ with electronic media. Which media should be preferred and why in service sector? (15)

III. How do you think that selection of agency is easier? If not what care and caution have to be taken? (15)

IV. Describe outdoor media and discuss its relative merits and demerits. (15)

V. Highlight the latest regulations related with advertising in India. (15)

VI. How the role and importance of advertising agencies in globalized era changing? (15)

VII. Explain the various functions of advertising agencies. How to decide advertising agency? (15)

VIII. Write a short note on :-

- a) Role of tour in advertising.
- b) How to reach rural audience?
- c) How effective communication can play role in advertising? (3x5)

x-x-x