

End Semester Examinations - 2015-16 Even Semester - May 2016

14MT2008 Advertising

Set A

Time : 3 hrs
Total Marks: 100

1. Explain the key players involved in advertising. (10)
Make detailed notes on the components of advertising. (10)
OR
 2. Detail on the different types of ad agencies.
 3. Explicate the process of campaign planning for advertisements.
OR
 4. List out the factors affecting consumer buying behaviour and explain each in detail with examples.
 5. Elaborate the techniques involved in print and billboard advertising using examples.
OR
 6. Explain the importance of advertising to the manufacturing industry. (10)
Explain the importance of advertising to the society. (10)
 7. Explicate the merits and demerits of advertising.
OR
 8. Make detailed notes on the things to consider when marketing across culture. (10)
Explain the different types of outdoor advertising with relevant examples. (10)
 9. Explicate the structure of an advertising agency with a diagram and detail the various departments in the agency.
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Wishing you All the Best
