

Course Code:2PGDMM2
Course: Advertising & Sales Promotion
Credit5
Last Submission Date: April 30 (for July session)
October 31, (for January Session)

Max. Marks:-30
Min. Marks:-12

Note:-attempt all questions.

- Que.1 Discuss the history and development of advertising.
- Que.2 Briefly explain the function and benefits of advertising.
- Que.3 Briefly explain the steps of integrated marketing communication planning model.
- Que.4 What role is played by ASCI in regulating / controlling advertising? Do you think Whether this need to be enlarged.
- Que.5 What is DAGMAR approach? Why is DAGMAR criticized?
- Que.6 What do you understand by Ad appeal? Briefly explain the major types of appeal.
- Que.7 Discuss the various types of headline? When will each be useful? give example. Que.8 What do you mean by advertising effectiveness? What are the reasons for measuring its effectiveness?
- Que.9 How does advertiser uses the maslows hierarchy of need to prepare message?
Give example.
- Que.10 Short note on :-
- (1) E-advertising
 - (2) Advertising organisation
 - (3) Emotion in advertising