

**M.B.A. DEGREE (FT) III SEMESTER EXAMINATION, NOVEMBER 2006**

**SMS 2307 ADVERTISING MANAGEMENT**

Time: 3 Hours

Maximum marks : 50

(Answer ALL Questions)  
(All questions carry equal marks)

1. A. Discuss the role of advertising in the marketing process.

Or

1. B. Discuss the structure and functions of advertising agencies.

2. A. Explain with examples the concepts of declaration, curiosity, topical and play words headlines.

Or

2. B. Discuss the process of developing an advertisement repeat.

3. A. What are the main advantages of Press as an advertising media? Discuss.

Or

3. B. Describe the features of the following media and bring out their advantages and Disadvantages: (a) News Papers (b) Radio (c) Television.

4. A. Examine some of the reasons for applying marketing research techniques to advertising.

Or

4. B. Describe two main types of E-mail advertising. What are their pros and cons?

5. Write short notes on any FOUR of the following:

- a) Ethics in advertising
- b) Copy writing
- c) Pop-ups
- d) LA CARTE agencies
- e) Web advertising
- f) Media vehicle
- g) Space on the internet