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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, MCA INSTITUTE,
GREATER NOIDA**

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM (GLOBAL)

TRIMESTER: IV - THEORY EXAMINATION (2024-2025)

Subject: Advertising Management

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

- | | | |
|------|--|---|
| 1-a. | Identify advertising concept that involves creating a memorable image or slogan that sticks with the audience.(CO1,K2) | 1 |
| | (a) Brand Awareness | |
| | (b) Brand Recall | |
| | (c) Brand Identity | |
| | (d) Brand Positioning | |
| 1-b. | Select sales promotion tactic that involves giving a sample of a product to potential customers.(CO2,K4) | 1 |
| | (a) Premium | |
| | (b) Sampling | |
| | (c) Contest | |
| | (d) Loyalty program | |
| 1-c. | Meaning of 'media mix'.(CO3,K2) | 1 |
| | (a) The combination of different types of media used in a campaign | |
| | (b) The sequence of media channels used in a campaign | |
| | (c) The color palette used in advertisements | |
| | (d) The ratio of creative content to media space | |
| 1-d. | Identify from the following an example of a quantitative research | 1 |

method.(CO4,K2)

- (a) Focus Groups
- (b) In-Depth Interviews
- (c) Observational Studies
- (d) Surveys with Numerical Data

1-e. Select from the following an unethical practice in comparative advertising.(CO5,K1) 1

- (a) Highlighting the strengths of your product
- (b) Comparing your product to a competitor's product in a factual manner
- (c) Making unsubstantiated claims about a competitor's product
- (d) Providing evidence to support your product's benefits

2. Attempt all parts:-

- 2.a. Define "advertising reach".(CO1,K1) 2
- 2.b. Explain the role do limited-time offers play in promotions.(CO2,K1) 2
- 2.c. Discuss ways to determine the right media mix.(CO3,K2) 2
- 2.d. Mention ways do surveys contribute to advertising research.(CO4,K1) 2
- 2.e. Discuss the emotions do companies want to evoke with the ad.(CO5,K2) 2

SECTION-B

15

3. Answer any three of the following:-

- 3-a. Explain the different types of advertising media along with their advantages and disadvantages.(CO1,K1) 5
- 3-b. Differentiate between publicity and advertising.(CO2,K1) 5
- 3-c. Discuss market testing and its importance in product development.(CO3,K2) 5
- 3-d. Mention the key considerations while designing a survey for advertising research.Explain with examples.(CO4,K2) 5
- 3.e. Discuss the ethical implications of using emotional manipulation in advertising. Provide an example of how emotional appeals might be used unethically and suggest guidelines for responsible use of emotional appeals.(CO5,K2) 5

SECTION-C

30

4. Answer any one of the following:-

- 4-a. You are developing an advertising strategy for a new mobile app that will be promoted across multiple platforms (social media, search engines, and mobile apps). Describe ways you would integrate the campaign across these platforms to ensure a cohesive and effective strategy.(CO1,K2) 6
- 4-b. Consider a situation that you're working on an advertising campaign that involves product placements in popular TV shows. Explain ethical considerations should you keep in mind, and how would you ensure that the placements are conducted transparently and responsibly.(CO1,K3) 6

5. Answer any one of the following:-

- 5-a. Suppose your company wants to implement a referral program to increase new customer acquisition. Describe the steps you would take to design, launch, and manage this program, and how you would measure its effectiveness.(CO2,K3) 6
- 5-b. Your company is planning a limited-time offer to drive short-term sales for a product. Describe how you would plan, execute, and evaluate the effectiveness of this promotion.(CO2,K2) 6
6. Answer any one of the following:-
- 6-a. Do you believe it is alright to show promotions focused on youngsters on TV, Discuss.(CO3,K2) 6
- 6-b. Advertising is a tool of media awareness. Discuss.(CO3,K4) 6
7. Answer any one of the following:-
- 7-a. Suppose you want to purchase a new car and you are conducting research on social media platform than identify the key parameters to be considered.(CO4 ,K1) 6
- 7-b. Explain advertisement control by practitioners analyse the key parameters to be considered.(CO4,K1) 6
8. Answer any one of the following:-
- 8-a. XYZ Ltd. is a MNC, manufacturing & marketing fast moving consumer goods (FMCG).The company is in the process of deciding the next year's advertising budget. Mention the method of setting the advertising budget should the company use, give reasons.(CO5,K2) 6
- 8-b. Select a method of setting ad budget for an old company with an old product.(CO5,K4) 6