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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL GREATER NOIDA**  
**PGDM (Standard)**

**TRIMESTER-IV THEORY EXAMINATION (2024-2025)**

**Subject: Advertising Management**

**Time: 2Hrs.30 min**

**Max. Marks:60**

**General Instructions:**

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

1. This Question paper comprises of three Sections -A, B, & C. It consists of Short type questions & 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. Define advertising. (CO1, K2)                                | 1 |
| 1-b. Write down the meaning of sales promotion. (CO2,K2)          | 1 |
| 1-c. Explain market testing. (CO3,K2)                             | 1 |
| 1-d. Discuss the concept of testing of an advertisement. (CO4,K2) | 1 |
| 1-e. Explain racial sensitivity in advertising (CO5,K2)           | 1 |

2. Attempt **all** parts:-

- |   |   |
|---|---|
| 2.a. Explain any two objectives of advertisement. (CO1,K2)  | 2 |
| 2.b. Outline any two features of public relations. (CO2,K2) | 2 |
| 2.c. Explain the need of advertising budget. (CO3,K2)       | 2 |
| 2.d. Discuss need of advertising research. (CO4,K2)         | 2 |
| 2.e. Mention the need of ethics in advertisement. (CO5,K3)  | 2 |

**SECTION – B**

**15**

3. Answer any **three** of the following-

- |   |   |
|---|---|
| 3-a. Describe the scope of advertising in modern business practices. (CO1,K2) | 5 |
| 3-b. Describe the key features and types of sales promotion.(CO2,K2)          | 5 |

- 3-c. Explain the key steps involved in the development of a media plan.(CO3,K2) 5
- 3-d. Discuss the concept of advertising research and its relevance in the marketing industry.(CO4,K2) 5
- 3-e. Describe the role of the Advertising Standards Council of India (ASCI) in regulating ethical standards in advertisements.(CO5,K2) 5

**SECTION – C****30****Case Let & Application Based**

4. Answer any **one** of the following- 6
- 4-a. Explain the key features and objectives of advertisements in promoting products or services. (CO1,K2) 6
- 4-b. Illustrate the importance of advertising in enhancing brand visibility and consumer engagement. (CO1,K4) 6
5. Answer any **one** of the following- 6
- 5-a. List and explain the advantages and disadvantages of combining advertising with sales promotion. (CO2,K2) 6
- 5-b. Define public relations and elaborate on its role in communication strategies.(CO2,K2) 6
6. Answer any **one** of the following- 6
- 6-a. Discuss the role of media strategies in the overall implementation of an advertising plan. (CO3,K2) 6
- 6-b. Describe the process of evaluating and following up on the effectiveness of a media plan.(CO3,K2) 6
7. Answer any **one** of the following- 6
- 7-a. Explain the significance of conducting advertising research for businesses aiming to enhance their campaigns. (CO4,K2) 6
- 7-b. Identify the challenges faced by companies in conducting advertising research and propose solutions.(CO4,K4) 6
8. Answer any **one** of the following- 6
- 8-a. Evaluate the consequences of stereotyping in advertisements on societal values and norms. (CO5,K4) 6
- 8-b. Illustrate the importance of cultural, religious, and racial sensitivity in creating responsible advertisements.(CO5,K4) 6