

[46 & A-41] Seat No: _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY
TYBBA-ITM (Fifth Semester) CBCS Examination
23rd November, 2016, Wednesday
2.00 to 4.00 p.m.

Advertising Management (UM05EBBI02)

Total Marks: - 60

Note: Figures to the right indicate marks

Q.1) "Advertising is an important element in promotion of any product." Do you agree? If yes, then discuss the statement with reference to importance of advertising. (15)

OR

Q.1)

(A) Discuss the different methods of preparing advertising budget (money). (08)

(B) Write a note on objectives of advertising. (07)

Q.2) Explain the role of advertising and discuss the AIDA model in detail. (15)

OR

Q.2) Describe the social and legal issues of advertising. (15)

Q.3) Explain the post testing methods of evaluating advertising effectiveness. (15)

OR

Q.3) Discuss any two types of appeals used in advertising copy. (15)

Q.4) Discuss the role of creative strategy in advertisements. (15)

OR

Q.4) Explain the appraisal system and compensation methods of ad agency in detail. (15)

X=X=X