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**SARDAR PATEL UNIVERSITY**  
**MASTER OF BUSINESS ADMINISTRATION EXAMINATION**  
**SEMESTER- IV**  
**FRIDAY, APRIL 3, 2008**

**TIME: 11.00 A.M. TO 2.00 P.M.**

**MARKS: 70**

**MM - 202 ADVERTISING MANAGEMENT**

Notes: (1) Attempt all questions  
(2) Equal Marks.

- Q.1 Discuss how a company introducing an innovative new product might use the innovation adoption model in planning its integrated marketing communications programme.
- Q.2 Discuss pros and Cons of using:  
(i) Comparative advertising  
(ii) Humour  
for an advertising message. Give live examples to support your argument.
- Q.3 Discuss the steps involved in a print ad production including the 'creative' and the 'production' stages.
- Q.4 In the context of current advertising scenario in India critically analyze the issues related to ethics, manipulation, taste and advertising to children.
- Q.5 What makes an ad effective? Taking some real life example discuss the qualities of a good advertisement.

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