

M.A. Examination, 2014
Semester – III
Journalism & Mass Communication
Paper – X
(Advertising Management)

Time: 3 Hours

Full Marks: 40

Questions are of value as indicated in the margin.

Answer question no. 7 and **any three** from the rest.

1. Discuss the general structure and functions of an advertising agency. Elaborate client-agency relationship with examples. 5+5=10
 2. Discuss ethics in advertising in connection with the codes laid down by ASCI. 10
 3. Illustrate with an example different steps of planning an advertising campaign. What are the 5W's and 1H of an ad campaign? 8+2=10
 4. Discuss the importance of ad appeal in the creation of an advertising message. Mention in detail different kinds of ad appeal with suitable examples. 4+6=10
 5. Elaborate with sufficient examples the importance of Brand Personality. How does Brand Personality help in creating Brand Equity? 10
 6. What are the different steps in creating an effective advertising message? Illustrate with at least three examples the steps that an affectively designed advertising message must follow to create message impact. 4+6=10
 7. Write short notes on **any two** of the following: 5×2=10
 - (a) Marlow's hierarchy of needs.
 - (b) Media Buying.
 - (c) Account Executive.
 - (d) Market segmentation.
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