

**M.A. Examination, 2018**  
**Semester-III**  
**Journalism and Mass Communication**  
**Course-X**  
**(Advertising Management)**

**Time: Three Hours**

**Full Marks: 40**

Questions are of value as indicated in the margin.

Answer any two questions from **1** to **4**. Answer question no. **5** is compulsory.

1. (a) Describe the concept of Target Audience. What is the relevance of market segmentation in finalizing the target market? 6+9=15  
(b) What are the different types of market segmentation? Describe in detail.
  2. What are the steps of designing an ad campaign? Give an example of an ad campaign to illustrate each step in detail. 6+9=15
  3. What is brand personality? What are the three most popular ways to develop brand personality? 4+11=15
  4. Discuss Ethical Values of advertisement messages with examples. 15
  5. Write *two* short notes on: 2×5=10
    - i) Maslow's Hierarchy of Needs
    - ii) Brand Building
    - iii) Planning Department
    - iv) Ogilvy and Mather
    - v) Creative Department in an ad agency
    - vi) Brand Equity
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