

**SCOPE COLLEGE OF ENGINEERING, BHOPAL**  
**DEPARTMENT OF MANAGEMENT**  
**THIRD SEMESTER**  
**SPECIALISATION– MARKETING MANAGEMENT**  
**ASSIGNMENT – ADVERTISING MANAGEMENT**  
**PAPER CODE – FSM-2**

**Note: Attempt any 5 questions out of the following. Each question carries equal marks**

**Max Marks: 80**

**Min Marks :32**

**Q.1 What are the functions of advertising? Discuss the importance of advertising in terms of consumers?**

**Or**

**Explain the role of advertising in the segmentation, targeting, and positioning process?**

**Q.2 What is meant by consumer learning? Discuss the effect of learning on advertising? Describe Various types of advertising?**

**Or**

**Explain the contribution and criticism of DAGMAR approach?**

**Q.3 Write short notes on:**

- a) Message structure**
- c) Traditional Media**

- b) Headline**
- d) Message source**

**Or**

**What do you understand by advertising campaign? Explain the process of ad campaign planning in detail?**

**Q.4 What do you understand by the selection of advertising agency? Discuss the criteria for selecting the advertising agencies?**

**Or**

**Write a detailed note on electronic media buying?**

**Q.5 What is meant by sales promotion? Bring out the difference between advertising and sales promotion?**

**Or**

**Explain retail advertising. Highlight the advantages of retail advertising?**