

No. of Printed Pages : 3

MNM-023

**POST GRADUATE DIPLOMA IN
ADVERTISING AND INTEGRATED
COMMUNICATIONS (PGDAIC)**

**Term-End Examination
December, 2023**

MNM-023 : ADVERTISING

Time : 3 Hours

Maximum Marks : 100

Note : *Answer any **five** of the following questions.*

All questions carry equal marks (20 each).

1. Analyse the different functions of advertising, including the basic functions, branding functions, and economic and social roles. Provide examples in support of your answer.

4×5=20

2. Discuss the importance of advertising appeals in capturing the attention of target audiences. Analyse the different types of advertising appeals and provide examples of how they have been used in successful advertising campaigns.

5+15

P. T. O.

3. How does the size of a client impact the agency's strategy for managing the client-agency relationship ? Discuss the do's and don'ts for both parties based on the size of the client and the agency. 10+10
4. How can a copywriter effectively approach advertising agencies for work, and what should they keep in mind during the process ? 20
5. What are the 5 M's of advertising and how do they contribute to the success of an advertising campaign ? Explain. 20
6. Explain the components of creativity in advertising. How do these components work together to create an effective and impactful advertisement ? Describe. 20
7. Discuss the role of content in local language advertising, with appropriate examples of popular language campaigns. 20
8. What laws regulate tobacco advertising in India ? Critically evaluate the effectiveness of these laws in controlling tobacco use in India, while debating their relevance in the present times. 5+15

[3]

9. Discuss the importance of media strategy in international advertising. What factors should be considered when selecting media for an international advertising campaign ? 10+10
10. Write short notes on any *two* the following : 10+10
- (a) Puffing
 - (b) Digital Brand Presence
 - (c) Line Extension *versus* Brand Extension
 - (d) Recall and Recognition Tests