

No. of Printed Pages : 3

**MNM-023**

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

**Term-End Examination**

**June, 2024**

**MNM-023 : ADVERTISING**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** Answer any **five** questions. All questions carry equal marks.

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1. Evaluate the importance of advertising as a communication process and how it is used to communicate messages to specific target audiences. 20

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2. On what basis can advertising be classified ? Explain the types of advertising with relevant examples of latest advertisements. 20
3. Evaluate the Ehrenberg model of advertising and argue how it is effective in developing successful advertising campaigns. Provide examples in support of your argument. 20
4. Compare and contrast the roles of account planning and client servicing within an advertising agency. How can account planners and client servicing professionals work together effectively ? Discuss. 20
5. What are some common pitfalls that copywriters should avoid when creating ad copy ? Explain. 20
6. What is the importance of research in advertising ? What are some post-testing techniques that can be used to evaluate advertising effectiveness ? Discuss advantages and disadvantages of each. 5+15

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7. Discuss the principles of design in a creative copy. How do these principles enhance the visual appeal of an advertisement and contribute to its overall impact ? 20
8. What are some ethical considerations to keep in mind when creating advertisements targetted at children ? Analyse. 20
9. What are the major challenges that advertising agencies face in the international advertising scene ? How can they overcome these challenges ? 15+5
10. Write short notes on any *two* of the following : 10+10
  - (a) Transit Advertising
  - (b) Qualities of a good Media Planner
  - (c) SWOT Analysis
  - (d) Indecent Representation of Women (Prohibition) Act

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