

Time: 3 hours
Marks: 60

Answer any FIVE Questions
All Questions carry equal marks
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1. 'It has been said that advertising is an important component of the marketing mix'-explain the statement.
2. 'The company needs to clearly understand that the advertising message, media selection, and frequency of exposure depend on the advertising objective'-elaborate the statement.
3. What approaches are used in determining advertising budget? Discuss the advantages and limitations of each method.
4. For a particular advertiser with a limited budget, is it likely that optimum reach, optimum frequency, optimum continuity and optimum dominance will be achieved? Why?
5. Designing a good layout means arranging the parts of an advertisement to attain certain goals -comment.
6. What are the post-testing methods of advertising effectiveness? Explain in detail.
7. What promotional strategies are suitable for retail marketing of life style products?
8. What are the areas of public relations? Explain them in brief.