

**ADVERTISING MANAGEMENT**

**Max Marks: 100**  
**External Marks: 80**  
**Internal Marks: 20**  
**Time: 3 Hours**

**Note: There will be eight (8) questions in all. The first question is compulsory and consists of six (6) short-questions having four (4) marks each. Answer to these questions should not exceed 150 words. The candidate will be required to attempt any four questions out of remaining seven (7) questions and each question carries fourteen (14) marks each. Duration of each paper will be three (3) hours.**

Introduction to Advertising: Advertising nature and importance; Communication process; Advertising and communication; Types of advertising; Advertising management process – an overview; Ethics and advertising; Social and Economic aspects of advertising.

Advertising Objectives and Budget: Determining advertising objectives; Methods of determining advertising budget.

Copy Development and Testing: Determining advertising message and copy headlines, body, copy logo, illustration, Creative styles and advertising appeals.

Media Planning: Print, broadcasting media and other media; Media planning – media selection and scheduling.

Organization and control of Advertising Effort: Role of advertising agencies; Advertising agency and client relationship; Evaluating advertising effectiveness – Pre and post-tests

**REFERENCES**

- Aaker, David, *et al.*: *Advertising Management*, Prentice Hall, New Delhi.
- Batra, Rajeev, John G. Myres and David A. Aaker: *Advertising Management*, Prentice Hall, New Delhi.
- Davis, J.J.: *Advertising Research*, Prentice Hall, New Delhi.
- Gunter, Barrie: *Media Research Methods*, Sage Publications, London.
- Norris, James S.: *Advertising*, Prentice Hall, New Delhi.
- Sandage C.H. and Fry Burger: *Advertising Theory and Practice*, Richard D Irwin, Illinois.
- Sengupta, Subroto: *Brand Positioning*, Tata McGraw Hill Co., New Delhi.
- Sissors, Jack, Z and Lincoln, Bimla: *Advertising Media Planning*, NTC Business Books, Illinois, USA