



AJEENKYA D Y PATIL UNIVERSITY

End Term Examinations (December 2018)

School: School of Management

Program: MBA Media and Communication

Course: Advertising Planning & Implementation

Course Code: MAC618

Semester: III

Max Marks: 100

Duration (mins): 120

Q 1]

Match the following

30 Marks

Bournvita	Men will be men
Mumbai Mirror	Daag acchhe hai
Wildstone	Kuch meetha ho jaye
McDonald's	Ramesh & Suresh
Thums Up	Zindaki ke saath bhi, zindagi ke baad bhi
Sprite	Khelo dimaag se
Ghadi Detergent	Taiyyari jeet ki
Pepsi	i'm lovin' it
Blender's Pride	Kaisi jeebh laplapayee
Dream11	Seedhi baat, no bakwas
Surf Excel	Kunaal ??!!!?
Cadbury	Main hu Mumbai
Fivestar	Aaj kuch tufani karate hai
Center Fresh	Pehale estemal kare fir vishwas kare
LIC	Kyun sookhe sookhe hi?

Q 2]

Write short notes on any five -

50 Marks

- **Five 'm' s of advertising**
- Advertising & consumer behavior
- **Significance of 'Creative Brief' in advertising**
- **Importance of 'Market Research' in advertising**
- Stages involved in campaign development
- Core objectives of advertising
- Typical structure of an advertising agency
- Different mediums of advertising communication

Q 3]

What is 'AIDA' funnel and what is its relevance in advertising?

20 Marks