1. Answer any THREE questions:  
   a) What do you understand by target audience?  
   b) What is corporate advertising? What are its objectives?  
   c) What do you understand by surrogate advertising?  
   d) What are the advantages and disadvantages of percentage-of-sales method in deciding advertising budget?  

2. Answer any THREE questions:  
   a) What are the functions of advertising?  
   b) Explain the concept of DAGMAR. Why is it criticized?  
   c) Explain the Lavidge and Steiner model for setting advertising objectives.  
   d) What are the implications of message sidedness and order of presentation in a message?  

3.  
   a) What is positioning in the mind of the consumer in an advertising context?  
   b) Give examples to discuss alternative positioning options available to an advertiser.  

   OR  
   a) Discuss the ethical issues in advertising.  
   b) What is the role of ASCI in regulating advertising?
1. Answer any THREE questions:  
   a) What do you understand by target audience?  
   b) What are the different elements of a good copy?  
   c) Write a short note on AIDA Model.  
   d) Explain the concept of USP.  

2. Answer any THREE questions:  
   a) What are the functions of advertising?  
   b) Detail the steps involved in the process of marketing communication.  
   c) Discuss the different techniques of media scheduling.  
   d) Discuss different advertising appeals with suitable examples.  

3.  
   a) What is positioning in the mind of the consumer in an advertising context?  
   b) Give examples to discuss alternative positioning options available to an advertiser.  

   OR  

   a) What do you mean by campaign planning?  
   b) Discuss different steps in building campaign plan.