

**NRI INSTITUTE OF INFORMATION SCIENCE & TECHNOLOGY – MBA
BHOPAL (M.P.)**

Class: - MBA

Semester/Year: - III

Assignment Feb- March 21

Subject: - Advertisement Management

Paper Code: - FSM -2

Q.1} Discuss the role of advertising in marketing process also explain the function of Advertising?

Q.2} Define DAGMAR APPROCH and it's impact on objective setting?

Q.3} Explain the theory of Cognitive Dissonance?

Q.4} What do you understand by Advertising? Explain various media of Advertising

Q.5} Describe the term Sales Promotion? Also discuss the nature and importance of sales promotions.