**DMKT402 Advertising Management and Sales Promotion**

**Assignment Set – 1**

1. Define the term ‘advertising’. What are the objectives of advertising?

2. Describe the shifting patterns of consumption. What role does advertising play in this?

3. Write a brief note on the evolution of the advertising agency.

**Assignment Set – 2**

4. What is DAGMAR? How is it useful in establishing objectives?

5. Describe the AIDA model of consumer response hierarchy.

6. What is Gestalt psychology? Explain with examples how it resembles the way a person fits in the advertising message with his/her existing knowledge.

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