

P-717

Total Pages : 3

Roll No.

MS-502

Advertising and Sales Promotion

Master of Business Administration (MBA)

3rd Semester Examination, 2023 (June)

Time : 2 Hours]

[Max. Marks : 70

Note : This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answer to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

SECTION–A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Nineteen (19) marks each. Learners are required to answer any Two (02) questions only.

(2×19=38)

1. What is Advertising? Discuss in detail the role and functions of advertising.
2. What do you mean by market segmentation ? Discuss different basis of segmenting a consumer market.
3. How advertising affect society and our life?
4. How does media planning relate to an advertising?
5. Explain the Agencies and Client relationship in Advertising business.

SECTION-B

(Short Answer Type Questions)

Note : Section 'B' contains Eight (08) short answer type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only. (4×8=32)

1. Discuss the Outdoor, Transit, Local and Non-Commercial Advertising.
2. Discuss the advertising budget levels. Also explain the ways to budget a goal.
3. How has globalization affected Advertising?

4. Explain how media evaluation is a major issue in Advertising?
 5. Define sales promotion. Also explain its types.
 6. Explain the Relationship between Sales Promotion and Advertising.
 7. Discuss all the promotional strategies in Media evaluation.
 8. Explain the Sales Promotion Design Issues.
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