

Roll No.

MS-502/MM-2202

Advertising and Sales Promotion

विज्ञापन तथा विक्रय संवर्धन

Master of Business Administration/P.G. Diploma
in Marketing Management
(MBA-10/12/13/16/17/PGDMM-10/16/17)
Third/First Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 80

Note : This paper is of **eighty (80)** marks containing **three (03)** Sections A, B and C. Learners are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

Section-A

(Long Answer Type Questions)

Note : Section 'A' contains four (04) long answer type questions of nineteen (19) marks each. Learners are required to answer *two* (02) questions only.

1. Some feel advertising manipulates the mind, while others are of the view that advertising seeks to persuade. Which interpretation is closer to your understanding of advertising and why ?
2. Discuss the various specialist departments in an advertising agency and briefly describe their functions.
3. Discuss the various methods of advertising appropriation.

(B-55) P. T. O.

4. Discuss the methods of measuring the overall effectiveness of various promotional activities for a brand.

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 *four* (04) questions only.

1. Elucidate the various kinds of appeals that are used in advertisement campaigns with appropriate examples.
2. What are the various elements of a media plan ?
3. Why do agencies continue to handle some not so profitable accounts ?
4. Compare and contrast product advertising and institutional advertising. Discuss basic parameters.
5. What is the ASCI and what are its functions ?
6. What is trade promotion and how is it related to the overall marketing mix ?
7. What do you understand by proactive and reactive public relations ?
8. What in your view, should be the ideal mix for reaching out to the rural audience ?

Section–C

(Objective Type Questions)

Note : Section ‘C’ contains ten (10) objective type questions of one (1) mark each. All the questions of this Section are compulsory.

Indicate whether it is True *or* False :

1. A global advertisement should be more verbal than visual.

2. “Noise” affects all stages of communication.
3. Personal selling is more costly and yet less effective than advertising.
4. The effectiveness of publicity cannot be measured.
5. In case of adverse publicity, it is a good policy to issue the “no comment” response.
6. A vertical trade show exhibits a wide variety of unrelated products.
7. Motives must be learned.
8. Consumer behaviour is a study of the explicit act of purchase.
9. A consumer contest is an example of sales promotion.
10. Telemarketing is a part of marketing communication mix.