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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

3rd/1st Semester

Examination-2019

Time : 3 Hours

[Maximum Marks : 80

Note : This paper is of Eighty (80) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long-answer-type questions of Fifteen (15) marks each. Learners

(2)

are required to answer any three (03) questions only. (3×15=45)

1. Explain in detail the AIDA model of consumer behaviour. How is it relevant in advertising planning?
2. 'Advertising is highly influenced by the social fabric around it'. Explain in the context of social, economic and ethical issues related to advertising?
3. Discuss the growth of advertising industry in India since liberalization.
4. Discuss the marketing communication strategies during various stages of Product Life Cycle of FMCG products.
5. What do you understand by media in advertising? Explain the various forms of media.

Section–B

(Short-Answer-Type Questions)

Note : Section 'B' contains Eight (08) short-answer-type questions of Seven (07) marks each. Learners are required to answer any Five (05) questions only. (5×7=35)

(3)

Briefly discuss any five (05) of the following questions :

1. Methods of evaluating the effectiveness of sales promotion.
2. Differentiate between advertising and publicity.
3. Marketing Positioning.
4. Advertising Research.
5. 'Advertising makes us buy the products we don't want to'. Elucidate the statement.
6. Consumer Promotion and its various methods.
7. Infomercial.
8. Differentiate between coupons and samples.