

S-872

Total Pages : 3

Roll No. -----

MS-502

Advertising and Sales Promotion

Master of Business Administration (MBA)

3rd Semester, Examination 2022(Dec.)

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.

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 x 19 = 38]

P.T.O.

- Q.1. What is Surrogate Advertising? How advertising changes the consumer behavior, explain with example.
- Q.2. Explain the various sales promotion schemes in detail.
- Q.3. Discuss the role of advertising agency to promote a fast-moving consumer product.
- Q.4. What are the legal and ethical aspects of advertisement in India?
- Q.5. What do you mean by advertising media? Explain the merits and demerits of Print media.

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 x 8 = 32]

- Q.1. Discuss the provision of various laws relating to control misleading of advertising.
- Q.2. Define ethics and explain how it relates to advertising.
- Q.3. Public relations strategy should be an essential part of every communication programme. Explain.
- Q.4. Discuss in detail the personal selling process.
- Q.5. Define sales promotion. Why it is considered an integral part of Advertising?
- Q.6. Give a suitable definition of Promotion mix. What are the different elements of promotion mix.
- Q.7. What are the various methods of pre-testing and post-copy testing of advertising effectiveness? Discuss the strengths and weakness of each.
- Q.8. Explain the role of public relations in the marketing mix. Explain the advantages of using internet for conducting successful public relation activities.
