

Total Pages : 3

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 June 2022

Time: 2 Hours

Max. Marks: 80

Note : This paper is of Eighty (80) marks divided into two (02) Sections A and B. 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 Five (05) long-answer-type questions of Twenty (20) marks each. Learners are required to answer any two (02) questions only.

[2 x 20 = 40]

P.T.O.

- Q.1. Explain the importance of advertising research in planning an effective advertising campaign.
- Q.2. Explain in detail the process of planning advertising campaign?
- Q.3. Discuss the process of selection of an alternative product and its purchase by a consumer? How can marketers influence these processes?
- Q.4. Explain the different sales promotion techniques, directed at ultimate customer, along with suitable examples.
- Q.5. For making advertising more effective we must have a clear plan of action'. Elucidate the statement considering the objectives and budget allocation for advertising.

Section – B

(Short-answer-type questions)

Note: Section 'B' contains Eight (08) short-answer-type questions of Ten (10) marks each. Learners are required to answer any Four (04) questions only.

[4 x 10 = 40]

P.T.O.

Discuss any four of the following questions.

1. Effect of attitude on purchase behaviour of consumers.
 2. Brand equity.
 3. DAGMAR approach.
 4. Ethical issues of advertising.
 5. Rational creative approaches in advertising.
 6. Print media as a means of advertising.
 7. Market Segmentation.
 8. Promotional Mix.
-