

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 (June)

Time : 3 Hours]

Max. Marks : 80

Note : This paper is of Eighty (80) marks divided into three (03) sections A, B and C. 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 any two (02) questions only.

(2×19=38)

1. Why has sales promotion become more fierce in recent times. Explain its various reasons using some examples.

2. 'Media buying once a mundane function, has suddenly acquired centrestage in the ad business'. Critically analyse the statement. Also give justification in support of your answer.
3. What are the various kinds of advertising agencies and how are they different from one another.
4. Discuss the various elements in an advertising campaign for which the budget has to be set aside.

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. Define layout and describe the various stages between layout and artwork.
2. What is the scope of media planning in India and the challenges before it ?
3. The unbundling of media is a boon and a bane. Discuss.
4. Discuss the various stages that a financial advertising campaign goes through. Illustrate your answer with a relevant campaign.

5. Explain Brand Equity, Image and personality.
6. What is direct marketing and how and why are companies using it so often in their promotional mix ?
7. Define corporate identity and what it comprises ?
8. What are the challenges for marketers who venture into rural markets ?

SECTION-C
(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this section are compulsory. (10×1=10)

Indicate whether True or False.

1. Pride appeal is an informative appeal.
2. Comparative is a type of hidden advertisement.
3. La Carta agency is a type of advertising agency.
4. Sandwicher is an outdoor media.

5. Pioneering Advertising is useful when the product has reached the market-growth and especially the market-maturity stage.
 6. Advertising-to-sales ratios are remarkably constant across countries.
 7. Remailing is illegal.
 8. Standardized advertising is both effective and efficient.
 9. A rule of thumb is using outdoor advertising is to say "what can be said" and not "what must be said".
 10. Standardization and segmentation are two incompatible concepts.
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