

MP-604

December - Examination 2017

**Master of Business Administration - II Year
Examination****Advertising and Sales Promotion****Paper - MP-604****Time : 3 Hours]****[Max. Marks :- 80**

Note: The question paper is divided into three sections A, B and C. Write answers as per given instructions.

Section - A**8 × 2 = 16**

(Very Short Answer Questions)

Note: Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

- 1) (i) Explain the concept of Marketing Communication.
- (ii) State any two objectives of Advertising.
- (iii) What is 'Advertising Planning'?
- (iv) What is 'Advertising Agency'?
- (v) Write two advantages of online advertising.

- (vi) What is 'Message Design'?
- (vii) Write any two objectives of sales promotion.
- (viii) Explain the meaning of Advertising copy.

Section - B**4 × 8 = 32**

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Why marketing communication planning is important for any industrial unit?
- 3) What are the limitations or disadvantages of advertising?
- 4) Describe various forms / types of online advertising.
- 5) Explain the difference between advertising and sales promotion.
- 6) Explain various functions of advertising agencies.
- 7) Explain main principles that provide guidelines to the layout of effective message design.
- 8) What are the points to be observed in drawing up a sales promotion planning?
- 9) Write in brief the main components of an advertising copy.

Section - C**2 × 16 = 32**

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 16 marks.

- 10) In what ways does advertising contributes to effecting marketing of products? How would you measure the effectiveness of advertising.
- 11) What do you understand by advertising budget? Discuss the various methods of determining advertising budget.
- 12) Explain the meaning of sales promotion and discuss the different methods of sales promotion.
- 13) Write short note on the following :-
 - (i) Emerging trends in advertising.
 - (ii) Media planning.
