

MBA II Year Examination

MP-604 : Advertising and Sales Promotion

Time: 3 Hours

Max. Marks: 80

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

Section A

(Very Short Answer Type Questions)

Note: Answers all 8 questions. As per the nature of the questions you delimit your answer in one sentence up to 50 words. Each question carries equal marks. (Marks 2x8=16)

1. Define Advertising.
2. Write Short Note on Advertising Copy.
3. Give any two differences of Advertising and Sales Promotion.
4. Write Note on On-line Advertising.
5. Explain Outdoor Advertising.
6. Mention any Four Budgetary Methods used for advertising.
7. Name Different Techniques of Sales Promotion.
8. Write Note on Advertising Appeal.
9. Define Marketing Communication.
10. Write Note on Radio Advertising.
11. Define Scarcity Appeal.
12. Write Note on Brand Equity.
13. Give any two Disadvantages of On-line Advertising.
14. Define Headline.
15. Name any three Models of Advertising Objective Setting.
16. Define Cinema Advertising .
17. Mention any two Emerging Offline Advertising Trends.
18. Give any two Advantages of On-line Advertising.
19. Define Bandwagon Appeal.
20. Note on Creative Boutique.
21. Write Objectives of Sales Promotion.
22. Explain Steps of Media Buying.
23. Define Advertising Planning.

Section B

(Short Answer Type Questions)

Answer any 4 questions. Each answer should not exceed 100 words. Each question carries 08 marks. (Marks 8x4 = 32)

1. Describe elements of Marketing Communication Mix in brief.
2. Write a note on the History of Indian Advertising.
3. What are different components of Advertising Copy?
4. Give elements of Print Advertising Copy in brief.
5. Discuss the recognition and recall tests as measures to test advertising.
6. What do you understand by Sales Personal Evaluation? Discuss any one technique of Evaluating Sales Promotion.
7. Define and differentiate between Brand Equity and Brand Image.
8. What do you understand by Continuity, Flighting and Pulsing in Media Scheduling?
9. How does Marketing Communication Planning contribute to Integration of Communication decisions and policies?
10. For a brand, describe the role of positioning in Advertising.
11. Give role of visual elements in a Print Advertising Copy.
12. Explain various stages of preparation of Layout.
13. "Reach and Frequency of any media are major consideration in Media buying decision." Comment.
14. What are different Social Marketing methods available to the Advertisers? Describe any one in brief.
15. What do you understand by Car Cards, Loyalty Cards and Sky Writing?
16. Write a note on the latest trends in Sales Promotion.
17. What is the role of Advertising in Marketing Communication?
18. State the importance and functions of Advertising Objectives.
19. What is a script? How do scripts of Audio and Video media differ?
20. Define Creativity. What is the importance of Creativity in Advertising?
21. Write the major guidelines to develop an effective layout.
22. What factors are to be considered while determining the compensation of an Advertising Agency?
23. Describe any two tools of Evaluating Sales Promotions.
24. Comment on the latest trends in Advertising.

Section C

(Long Answer Type Questions)

Answer any 2 questions. Each answer should not exceed 800 words. Each question carries 16 marks. (Marks 2x16=32)

1. Describe Political, Public Service, Industrial and Consumer Advertising. Differentiate between Industrial and Consumer Advertising
2. “Marketing Communication Planning is in itself a form of Marketing Communication.” Comment.
3. “Discuss the process of advertising goal setting with special reference to DAGMAR approach.
4. Discuss in detail types, function and origination of advertising agencies.
5. Define layout and discuss different types of layout with examples.
6. Discuss different advertising media highlighting their respective advantages and limitation. What factors have to be kept in mind while choosing media – mix for an advertising campaign?
7. What do you understand by On-line Catalogue? Explain advantages and disadvantages of On-line Advertising.
8. Explain Trade Sales Promotion and Consumer Sales Promotion in detail and give differences in these.
9. Discuss and describe different elements of Marketing Communication Mix.
10. Explain Advertising Planning Process in detail with a hypothetical example.
11. With an example, explain Creative Strategy Development for an Advertisement. Also describe the role of Appeal and Execution style in it.
12. What is the production process of a T.V Advertising Copy? Define a Story board and describe its elements in brief.
13. What are different steps of Media Buying? List out the factors that an advertiser should consider for effective Media Planning.
14. Write in detail the Media measurement tools for different Media.
15. List the steps in designing Sales promotion strategy and also give methodology of sales promotion.
16. List the steps of Evaluating Sales promotion and describe different techniques of Evaluating Sales Promotions.
17. What are different types of Advertising? Explain them with example.

- 18.** Describe the Marketing Communication Planning process in detail with example.
- 19.** Summarize the relevance of FCB Model in setting Advertising Objectives. Compare and contrast with DAGMAR Model.
- 20.** Discuss in detail the origination, functions and working of a Full-Service advertising agency.
- 21.** “Creative Execution refers to the manner in which a marketing communication appeal is carried out.” In the light of the given statement explain various execution styles with example.
- 22.** What do you understand by Creation Process in Advertising? Discuss its steps and also describe Creative Brief with example.
- 23.** Which are different types of Sales Promotion Tools a FMCG company can use in promoting brands? Give them with a suitable example.
- 24.** What are the key strengths and limitations of Sales Promotions? Describe Coupons and Rebate and state how do they differ.