

MP-604

June - Examination 2016

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**

- 1) Define the following within 30 words of each:
- (i) Consumer promotion
 - (ii) Communication
 - (iii) Advertising
 - (iv) Retail advertising
 - (v) Budgeting
 - (vi) Creativity
 - (vii) Branding
 - (viii) Advertising agency

Section - B**4 × 8 = 32****Note:** Answer any four questions within 200 words each.

- 2) Explain importance of branding in advertising and sales promotion.
- 3) Describe all the elements of marketing communication.
- 4) Critically evaluate online advertising.
- 5) Describe CAPP approach.
- 6) Discuss tools of trade promotion with the help of suitable example.
- 7) Write a note on advertising agency.
- 8) Explain advertising planning in detail.
- 9) Discuss the role of advertising agency in marketing.

Section - C**2 × 16 = 32****Note:** Answer any two questions within 500 words each.

- 10) Comment on emerging trends of advertising in India.
- 11) Write short note on:
 - (i) Media planning
 - (ii) Media scheduling
- 12) Discuss the process of advertising goal setting with special reference to DAGMAR approach.
- 13) Explain major methods of evaluation of sales promotion programmes.