MP-604

June - Examination 2026

Master of Business Administration (IInd Year) Examination

Advertising & Sales Promotion

Paper : MP-604

[*Time: **3** Hours*] [*Maximum Marks: **80***]

Note :- The question paper is divided into three Sections A, B and C. Write answers as per the given instructions in each section.

Section-A **8×2=16**

(Very Short Answer Type Questions)

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

1. Explain the following terms -

   (i) Marketing Communication Mix.

   (ii) Rational Appeal

   (iii) Advertising Budget

   (iv) Digital Marketing

   (v) Events and Sponsorship

   (vi) Brand Ambassador

   (vii) Print Media

   (viii) DAGMAR

Section-B 4×8=32

(Short Answer Type Questions)

Note :- Answer **any four** questions. You have to delimit your each answer maximum up to **200** words. Each question carries **8** marks.

2. Discuss the role of Advertising in Marketing Process.
3. Explain the different Advertising Objectives.
4. Discuss the different techniques of sales promotion used by FMCG Companies.
5. Discuss the various types of Online Advertisements.
6. Explain the process of Media Planning.
7. What are the different components of Print Advertising Copy?
8. Write a shot note on Social Media Advertising.
9. Discuss the steps involved in Marketing Communication Planning.

Section-C 2×16=32

(Long Answer Type Questions)

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

10. Discuss the process of Message Design and Developing Creative Strategy in detail with example.
11. Explain the process of Planning and Evaluating Sales Promotion in detail.
12. Discuss the various Functions of an Advertising Agency.
13. What are the major considerations in Electronic Media Scheduling? Explain in detail with examples.
