

MP-604

December - Examination 2015

MBA IInd 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.

Section - A

8 x 2 = 16

- 1) Define the following within 30 words of each:
- (i) Communication
 - (ii) Advertising
 - (iii) Sales promotion
 - (iv) Online advertising
 - (v) Budgeting
 - (vi) Media scheduling
 - (vii) Loyalty cards
 - (viii) Branding

Section - B

4 x 8 = 32

Note: Answer any four questions within 200 words each.

- 2) Explain elements of marketing communication in detail.
- 3) Why branding is important for any product? How it affects advertising and sales promotion?
- 4) What is the difference between advertising and sales promotion? Explain with the help of example.
- 5) Explain DAGMAR approach in detail.
- 6) Explain various tools of sales promotion with the help of example.
- 7) Define creativity. What are the importance of creativity in advertising.
- 8) Explain media planning in detail.
- 9) What is the role of advertising agency in marketing?

Section - C

2 x 16 = 32

Note: Answer any two questions within 500 words each.

- 10) Explain emerging trends of advertising in India. How online advertising is influencing market?
- 11) Write short notes on:
 - (i) Advertising planning
 - (ii) Advertising budgeting
- 12) Discuss the process of advertising goal setting with special reference to DAGMAR approach.
- 13) Discuss in detail the organization, function and working of a full service advertising agency.