

MP-604

December - Examination 2016

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

Note: Answer as per instructions in section A, B and C.**Section - A****8 × 2 = 16**

- 1) Define the following within 30 words of each:
- (i) Marketing communication
 - (ii) Advertising agency
 - (iii) Trade promotion
 - (iv) Co-operative advertising
 - (v) Online advertising
 - (vi) Sales promotion
 - (vii) Loyalty cards
 - (viii) Branding

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

- 2) Explain elements of marketing communication in detail.
- 3) Comment on media planning.
- 4) Write a note on online advertising.
- 5) Explain media scheduling in detail.
- 6) Why advertising planning is important for any product? How it affects advertising and sales promotion?
- 7) Explain various tools of sales promotion with the help of suitable example.
- 8) Discuss the difference between advertising and sales promotion.
- 9) Explain CAPP approach in detail.

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

- 10) Briefly describe emerging trends of advertising in India.
- 11) Write short notes on:
 - (i) Advertising copy
 - (ii) Advertising objectives
- 12) Discuss the detail the measuring advertising effectiveness.
- 13) Briefly describe DAGMAR approach.