

MP-604

December - Examination 2018

**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**

(Very Short Answer Questions)

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

- 1) Explain the following concepts:-
 - (i) Marketing Communication
 - (ii) Advertising Agency
 - (iii) Advertising
 - (iv) Advertising Copy
 - (v) Creative Strategy
 - (vi) Media Scheduling

(vii) Publicity

(viii) Message Design

Section - B

4 × 8 = 32

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Discuss the components of marketing communication.
- 3) Analyse marketing communication planning.
- 4) Examine the role of advertising in marketing mix.
- 5) Analyse the important models for advertising objective setting.
- 6) What do you mean by advertising appeals? Explain.
- 7) Write a note on media planning.
- 8) What do you mean by media scheduling? Explain.
- 9) Discuss emerging trends in offline advertising.

Section - C**2 × 16 = 32**

(Long Answer Questions)

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

- 10) Discuss the important methods of advertising budgeting.
 - 11) Discuss the functioning and types of various advertising agencies.
 - 12) Explain the process of creative strategy formulation.
 - 13) Analyse components of an advertising copy.
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