

MP-604

December - Examination 2019

**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:
 - i. Promotion mix
 - ii. Personal selling
 - iii. Direct - action advertisement
 - iv. Retail advertising
 - v. Online advertising
 - vi. Social media marketing
 - vii. What is P-O-P?
 - viii. Trade promotion

Section - B $4 \times 8 = 32$ **(Short Answer Questions)**

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

2. Discuss how the consumer decision process is affected by marketing communication strategies.
3. G-20 restaurant is opening its new restaurant in your city. Suggest the major advertising decisions that the owner can take up with, so as to take more business to the restaurant.
4. Discuss the steps involved in advertising planning.
5. State the functions of advertising agency.
6. Explain the methods of measuring effectiveness of an advertisement.
7. What do you mean by pre-testing and post-testing of an advertising copy?
8. Why online advertising is getting momentum now-a-days?
9. What is sales promotion? Distinguish between promotion and sales promotions.

Section - C $2 \times 16 = 32$ **(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. State and explain the nature and scope of advertising.
11. What is press advertising? Why it is being used by most of the advertisers?
12. State and explain the main components of advertising copy.
13. Discuss the strategic considerations in advertising planning.