

# **MP-604**

**December – Examination 2020**

## **Master of Business Administration (IInd Year) Examination**

**Advertising and Sales Promotion**

**Paper : MP-604**

*Time : 2 Hours ]*

*[ Maximum Marks : 80*

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*Note :-* The question paper is divided into two Sections A and B. Write answers as per the given instructions.

**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 :
  - (i) Mass Communication
  - (ii) Brand Advertising
  - (iii) Media Scheduling
  - (iv) Advertising Agency
  - (v) Creative Strategy
  - (vi) Advertising Effectiveness
  - (vii) Word of Mouth Advertising
  - (viii) Sample
5. Define Creative Strategy and also discuss its components.
6. Describe the elements of an Advertising Copy.
7. “Money spent on advertisement is an investment and not a waste”. Comment.
8. Describe the emerging trends in Advertising.
9. Write a note on Advertising Budgeting.

**Section–B**                      **4×16=64**

**(Short Answer Type Questions)**

*Note* :- Answer any *four* questions. Answer should not exceed **200** words. Each question carries 16 marks.

2. Explain the sources of misunderstanding in Marketing Communication.
3. Suggest the steps of Advertising Planning.
4. Comment upon the role of an advertising agency in modern day marketing situation.