

# MP-604

December – Examination 2021

## Master of Business Administration (IInd Year) Examination

ADVERTISING AND SALES PROMOTION

Paper : MP-604

*Time : 1½ 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**

**4×4=16**

**(Very Short Answer Type Questions)**

*Note* :- Answer any *four* 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 4 marks.

1. (i) What is Marketing Communication ?
- (ii) Explain the concept of the appreciative system.
- (iii) What is AIDA ?
- (iv) Define Creativity.
- (v) Define Advertising Copy.
- (vi) What is media planning ?
- (vii) What is rating analyser ?
- (viii) What do you understand by Online Catalogues ?

**Section–B** **4×16=64**

**(Short Answer Type Questions)**

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

2. Explain how marketing communications supports the marketing and business strategies of the organization.

3. What do you mean by advertising ? Explain the different types of advertising with suitable example.
4. What is the role of positioning in advertising of a brand ? Describe various positioning approaches.
5. Discuss the role of Headlines and Subheads in Print Advertisements. Give different types of headlines with examples.
6. What are the objectives of Advertising Campaign ? Explain.
7. What do you understand by Online Advertising ? What online Advertising methods are available to the advertisers ?
8. What do you mean by 'Sales Promotion' ? Examine various types of Sales Promotions.
9. What are the Evaluation Assessment Tools ? Write short notes on Surveys, Tests and Interviews and Reports.