

12. What do you mean by Media Performance ?

Explain the various types of media.

13. What do you mean by Advertising Effectiveness ?

Why to measure advertising effectiveness ? Explain.

## **MP-604**

**December – Examination 2022**

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

**ADVERTISING AND SALES PROMOTION**

**Paper : MP-604**

*Time : 3 Hours ]*

*[ Maximum Marks : 80*

*Note :-* The question paper is divided into three Sections A, B and C. 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. (i) What do you mean by Marketing Communication ?
- (ii) What is Direct Marketing ?

- (iii) What do you mean by Situation Analysis ?
- (iv) What is Advertising Budget ?
- (v) What do you mean by Message Structure ?
- (vi) What do you mean by Advertising Layout ?
- (vii) What do you mean by Target Audience ?
- (viii) What is Media Planning ?

**Section-B** **4×8=32**

**(Short Answer Type Questions)**

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

- 2. Explain in brief about managing a marketing communication planning system.
- 3. What is the role of advertising in marketing mix ? Explain with suitable examples.
- 4. Differentiate between brand equity, image and personality through appropriate illustrations.
- 5. Explain the various factors which influence the advertising budget with suitable examples.

- 6. What are characteristics of an effective advertising copy ?
- 7. Explain the process for evaluating media plan effectiveness.
- 8. What do you understand by Social Marketing ? What social marketing methods are available to the advertisers ?
- 9. What do you mean by 'Sales Promotion' ? Examine various types of sales promotions.

**Section-C** **2×16=32**

**(Long Answer Type Questions)**

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

- 10. Explain how marketing communications support the marketing and business strategies of the organization.
- 11. With an example, explain creative strategy development for an advertisement.