

**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. How can the communication plan contribute to integration of communication policies, decisions, and activities ? Explain.
11. What are the key factors that must be kept in mind while developing an advertising plan ? Briefly describe various components of advertising planning.
12. What do you mean by ‘Sales Promotion’ ? Examine various types of Sales Promotions.
13. What are the objectives of Advertising Campaign ? Explain the importance to evaluating advertising campaign.

*MP-604/4*

( 4 )

**TC-552**

**MP-604**

**December – Examination 2023**

**MBA (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.

*MP-604/4*

( 1 )

**TC-552**

*Turn Over*

1. (i) What is Public Relations ?
- (ii) Explain the concept of Internal Marketing.
- (iii) What is Situation Analysis ?
- (iv) Define ATR framework.
- (v) Define Generic Strategies.
- (vi) What is media planning ?
- (vii) What is a full-service agency ?
- (viii) What do you understand by Online Catalogues ?

**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. Write a brief description of each element of the marketing communications mix.

3. What is the difference between product advertising and consumer advertising ? Explain with suitable examples.
4. What is the role of positioning in advertising of a brand ? Describe various positioning approaches.
5. Explain the various factors which influence the advertising budget with suitable examples.
6. Define Creativity. What is the importance of Creativity in Advertising ?
7. What do you understand by Online Advertising ? What online Advertising methods are available to the advertisers ?
8. Discuss media types. What are the media scheduling strategies ?
9. What are the Evaluation Assessment Tools ? Write short notes on Surveys, Tests, and Interviews and Reports.