

MP-604

December - Examination 2025

Master of Business Administration (II 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. Explain the following terms :
 - (i) Advertising
 - (ii) Types of media
 - (iii) Sales Promotion
 - (iv) Advertising Appeals
 - (v) Online Advertising
 - (vi) Tagline
 - (vii) Marketing Communication Mix
 - (viii) Blog

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. Discuss role of advertising in marketing & promotion.
3. Discuss the components of marketing communication mix.
4. Examine the major functions of any advertising agency.
5. Discuss the components of creative strategy.

6. Discuss the major decisions involved in media scheduling.
7. Examine the various determinants of setting advertising budget.
8. Explain the process of sales promotion planning.
9. Highlight the emerging trends in advertising.

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. Discuss the different components of an advertising copy and highlight their importance.
 11. Explain various methods of measuring advertising effectiveness.
 12. Explain the process of Media planning in detail.
 13. Discuss different sales promotion schemes used by FMCG companies for customers.
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