

533

MP-604

June – Examination 2020

**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 upto **30** words. Each question carries 2 marks.

1. Explain the following :

- (i) Marketing Communication
- (ii) Mass media

- (iii) Advertising budgeting
- (iv) Online advertising
- (v) Message design
- (vi) Advertising copy
- (vii) Media
- (viii) Push strategy

Section-B **4×8=32**

(Short Answer Type Questions)

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

2. Suggest a planning framework of promotional strategy of a company.
3. Discuss the advertising objectives.
4. Explain the organisational structure of an advertising agency.
5. What is message design ? How is an advertising message designed for a body perfume ? Discuss.
6. Describe the components of a media plan.

7. Define the concept of media scheduling. Explain the types of schedules.
8. Discuss the essentials of a good advertising copy.
9. "Online advertising is the need of hour for all the firms." Comment.

Section-C **2×16=32**

(Long Answer Type Questions)

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

10. Define the concept of media planning. What aspects do you want to cover under media planning ? Discuss.
11. Describe the new trends which are arising in the field of advertising.
12. What are the ways through which sales promotion can be evaluated ? Describe.
13. Explain the methods through which consumer promotions are managed.