

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. Explain the Functions of Advertising Agency.
13. What are the objectives of Advertising Campaign ? Explain the importance to evaluating advertising campaign.

MP-604

June – Examination 2023

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 Sales Promotion ?
- (ii) What is Personal Selling ?
- (iii) What is Internal Marketing ?
- (iv) What is Brand Positioning ?
- (v) What is a full-service agency ?
- (vi) Write any *two* Components of Advertising Copy.
- (vii) What is Media Strategy ?
- (viii) What do you mean by Media Buying ?

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 do you mean by Advertising ? Explain the different types of advertising with suitable example.
4. “Advertising is best suited for achieving narrowly defined communication objectives.” Discuss this statement.

5. Define Creativity. What is the importance of Creativity in Advertising ?
6. What is an Advertising Layout ? What are different formats of Advertising Layout ? Give with example.
7. What do you mean by Media Scheduling ? What are the media scheduling strategies ?
8. Explain the advantages and disadvantages of Online Advertising.
9. What do you understand by New Trends in Advertising ? Explain various new trends.

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. “Marketing Communication Planning is itself a form of Marketing Communication.” Explain.