

**MP-604**

**June – Examination 2024**

**MBA (IInd Year) Examination  
ADVERTISING AND SALES PROMOTION  
Paper : MP-604**

*Time : 3 Hours ]*

*[ Maximum Marks : 80*

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*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-604/3*

( 1 )

**TT-552** *Turn Over*

1. Explain the following terms :
  - (i) Publicity
  - (ii) Marketing communication
  - (iii) Advertising agency
  - (iv) Advertising effectiveness
  - (v) Online advertising
  - (vi) Media scheduling
  - (vii) Consumer sales aids
  - (viii) Discounts

**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 the objectives of advertising.
3. Describe essential features of a creative strategy.
4. Examine important decisions pertaining to message design.

5. Examine functions of an advertising agency.
6. Examine important tools of sales promotion.
7. Discuss important components of advertising budget.
8. Discuss important types of advertising.
9. Examine important media vehicles.

**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. Elaborate the components of marketing communication mix.
11. Discuss important models of advertising.
12. Prepare an advertising copy for a medical equipment of your choice.
13. Discuss important methods for measuring advertising effectiveness.