

MP-604

June - Examination 2017

**Master of Business Administration - II Year
Examination****Advertising and Sales Promotion****Paper - MP-604****Time : 3 Hours]****[Max. Marks :- 80**

Note: The question paper is divided into three sections A, B and C. Write answers as per given instructions.

Section - A**8 × 2 = 16**

(Very Short Answer 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) (i) State any two elements of marketing communication.
- (ii) Define advertising.
- (iii) What is media planning?
- (iv) Mention any two main functions of advertising agency.
- (v) What is advertising budget?
- (vi) What is advertising effectiveness.

(vii) Write any two objectives of sales promotion.

(viii) What is media scheduling?

Section - B

4 × 8 = 32

(Short Answer Questions)

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

- 2) Discuss objectives of marketing communication.
- 3) What are the advantages of advertising planning?
- 4) What are the chief points to be observed in drawing up an advertising planning?
- 5) What are the advantages of sales promotion to traders?
- 6) Explain the various difficulties faced in evaluating advertising effectiveness.
- 7) What points should be taken in mind while selecting an advertising agency?
- 8) What are the essentials of media planning?
- 9) Write the advantages of online advertising.

Section - C**2 × 16 = 32**

(Long Answer Questions)

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

- 10) What are the advantages and disadvantages of advertising? Explain in brief.
 - 11) Write short note on the following (any two):
 - (i) Advertising budget
 - (ii) Types of advertising
 - (iii) Consumer sales promotions methods
 - 12) What do you understand by advertising copy? Explain the essentials of a good advertising copy.
 - 13) Write an essay on message design.
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