

MP-604

June - Examination 2018

**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) Explain the following concepts :-
 - (i) Public Relations
 - (ii) Internal Marketing
 - (iii) Brand Image
 - (iv) Appeals
 - (v) Media Scheduling

- (vi) Online Advertising
- (vii) Sales Promotion
- (viii) Signature

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 the process of personal selling.
- 3) What is advertising agency? Explain.
- 4) Describe various considerations of media tactics.
- 5) Discuss important scheduling strategies.
- 6) Explain major media measurement agencies of India.
- 7) What is advertising budget? Explain.
- 8) What is online catalogue? Explain.
- 9) What is push and pull strategy of sales promotion? Explain.

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) Discuss the process of advertising campaign.
 - 11) Examine important media strategies.
 - 12) Explain the methods of advertising in detail.
 - 13) Discuss the Sales Promotion Evaluation Methods in detail.
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