

MP-604

June - Examination 2019

**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 the 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 up to 30 words. Each question carries 2 marks.

- 1) Explain following:
 - (i) Marketing communication Mix
 - (ii) Public relations
 - (iii) Viral marketing
 - (iv) “Advertising is non-personal”
 - (v) Humerous copy of advertising

- (vi) Advertising agency
- (vii) What is push strategy in sales promotion?
- (viii) Sample.

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) Explain the steps involved in the process of marketing communication in detail.
- 3) What do you mean by target audience? How target audience can be approached through advertising?
- 4) Explain different services provided by advertising agencies.
- 5) What do you meant by creative advertising message design? How it can be ensured?
- 6) “Like people, advertisements have personalities of their own”. Discuss this statement on the basis of advertising copy components.
- 7) What is advertising effectiveness? Discuss its necessity.
- 8) Explain various forms of online advertising.
- 9) Discuss in brief sales force promotion methods.

Section - C**2 × 16 = 32**

(Long Answer Questions)

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

- 10) Describe the functions of advertising.
 - 11) What factors should be considered by an advertiser while selecting a media?
 - 12) State and explain the different types of advertising copy.
 - 13) Discuss the methods in which advertising agencies are compensated for the services rendered by them.
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