

MP-604

June – Examination 2022

**Master of Business Administration
(IInd Year) Examination**

ADVERTISING AND SALES PROMOTION

Paper : MP-604

Time : 1½ Hours]

[Maximum Marks : 80

Note :- The question paper is divided into two Sections A and B. Write answers as per the given instructions.

Section-A

4×4=16

(Very Short Answer Type Questions)

Note :- Answer any *four* 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 4 marks.

MP-604/3

(1)

T-552 *Turn Over*

1. (i) What is Marketing Communication Mix ?
- (ii) What do you mean by Marketing Communication Plan ?
- (iii) Write any *two* characteristics of Advertising.
- (iv) Explain any *two* factors affecting Advertising Budget.
- (v) Explain any *two* functions of Advertising Agency.
- (vi) Write any *two* Media Scheduling Strategies.
- (vii) What is Online Advertising ?
- (viii) What do you mean by Sales Promotion Program ?

Section-B **4×16=64**

(Short Answer Type Questions)

Note :- Answer any *four* questions. Each answer should not exceed **200** words. Each question carries 16 marks.

2. Briefly compare and contrast the different types of Exchange Transactions.

3. How can the communication plan contribute to integration of communication policies, decisions and activities ? Explain.
4. Explain the role of Advertising in Marketing Mix.
5. What do you mean by advertising planning ? Explain the process of Advertising Planning in detail.
6. Explain the significance of the Creativity in Advertising.
7. Define Advertising Copy. What are different components of Advertising Copy ? Explain.
8. Explain the importance of effective advertisement. Why we measure advertising effectiveness ? Explain.
9. What do you understand by Social Marketing ? What are social marketing methods available to the advertisers ? Explain.