

Code: 9E00307b

M. B. A - III Semester Regular Examinations, January 2012
ADVERTISING & SALES PROMOTION MANAGEMENT
(For students admitted in 2010-11 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 (a) Define advertising in the context of changing market environment.
(b) Explain the role of advertising in the developing economy.
- 2 (a) What are the objectives and functions of advertising?
(b) Describe the duties of advertising manager.
- 3 (a) What is an advertisement budget?
(b) Mention the different types of advertisement budgets.
(c) How do you determine the optimal expenditure in advertisement budgets?
- 4 (a) What are the characteristics of an advertisement media?
(b) Explain the factors influencing in an advertisement media selection for positioning a new product.
- 5 (a) What is a visual layout?
(b) Write a detailed note on the effective use of words in advertisement.
- 6 What are the experimental designs of advertisement effectiveness? Explain each of them in detail.
- 7 (a) What are the types of sales promotion?
(b) Discuss in detail the techniques of retail merchandising.
- 8 (a) Discuss the scope of public relations.
(b) Distinguish between public relations and publicity.
(c) Explain the process of public relations.
