

Code: 9E00307b

MBA III Semester Regular and Supplementary Examinations April 2014
ADVERTISING AND SALES PROMOTION MANAGEMENT

(For students admitted in 2010, 2011 and 2012 only)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 "The importance of advertising in marketing mix is increasing".
Comment.
- 2 Do you agree that functions of advertising agencies are key contributors for an organization growth?
- 3 Explain the advertising budget decision models.
- 4 Explain the process of media selection and media scheduling.
- 5 What is an advertising layout? Explain the components of layout.
- 6 Define advertising effectiveness and explain types of pre-testing methods.
- 7 Define public relations and explain the role of public relations campaign in promoting company sales.
- 8 Explain the various methods for controlling and disseminating companies publicity.
