

Code: 9E00307b

MBA III Semester Regular & Supplementary Examinations January 2015

ADVERTISING & SALES PROMOTION MANAGEMENT

(For students admitted in 2011, 2012 & 2013 only)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 What is the role of advertising in developing economy? What are the important measures to be taken in advertising? Explain briefly by taking an example in Indian context.
- 2 Write a short note on:
 - (a) Client agency relationship.
 - (b) Advertising agency skills & service.
- 3 What are the various measures to be taken in allocation of advertising budget? Explain with an example.
- 4
 - (a) What is meant by brand image?
 - (b) What are the steps in media research?
- 5
 - (a) Write the importance of effective use of words in advertising.
 - (b) What is meant by production traffic copy?
- 6 How can we measure advertising effectiveness? What are the different methods used while measuring advertising effectiveness.
- 7 What is meant by public relation campaign? What are the various steps in it? Explain by taking an example.
- 8 What is the importance of power of publicity? Write the advantages and disadvantages of publicity. Explain with an example.
