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THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2014

Management

BUS 3EM 03—ADVERTISING AND SALES PROMOTION

(2013 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer **all** *the questions.*
Each question carries 1 weightage.

1. What do you mean by advertising agency ?

2. What is channel promotion ?

3. What is media planning ?

4. State the role of public relation officer.

5. What is two step flow of communication ?

6. What is periodical advertising ?

(6 × 1 = 6 weightage)

Part B

Answer any **six** *questions.*
Each question carries 3 weightage.

7. What is the role of advertising agencies marketing communication ?

8. Explain Wilber Schramam's model.

9. Discuss a process of building of advertising programme.

10. Write a detailed note on compensation and appraisal of advertising agency.

11. Elaborate ethical issues in advertising.

12. What are the objectives of sales promotion ?

13. How to measure the impact of sales promotion ?

14. Bring out different methods of publicity with examples.

(6 × 3 = 18 weightage)

Part C

Answer any **two** *questions.*
Each question carries 6 weightage.

15. 'Advertising is the foot on the accelerator, the hard on the throttle, the spur on the flank that keeps business surging forward ? Critically analyse the statement.

16. Explain the strategies used in media planning with suitable examples.

17. Bring out and explain consumer level sales promotional tools used in Indian market.

(2 × 6 = 12 weightage)