THIRD SEMESTER M.B.A. DEGREE EXAMINATION
JANUARY 2014

MBA MAR 5 – ADVERTISING AND SALES PROMOTION

(2010 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Answer all *the parts.*

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

1. Differentiate between advertising and publicity.

2. Define Copy.

3. Identify three main purposes of advertising.

4. What is fear appeal?

5. What are buying motives?

6. Define Ethics.

$(6 \times 1 = 6 \text{ weightage})$

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

7. How is advertising important in today's scenario?

8. What are the characteristics of a good advertising copy?

9. Examine the advantage and disadvantages of personal selling.

10. Explain the role of a full fledged advertising agency.

11. What is the significance of media planning?

12. What considerations would you keep in mind while choosing advertising media?

13. Briefly explain the steps in sales budgeting process.

14. Critically evaluate the theory of Cognitive dissonance.

$(6 \times 3 = 18 \text{ weightage})$

Turn over

Part C

Answer any two questions.
Each question carries 6 weightage.

15. Explain the concept of reach, circulation and frequency with reference to media planning.

16. Explain the various tests available for pre-testing advertising campaign.

17. The size of the advertising appropriation should be based on advertising effectiveness. Bearing this in mind, how would you, as the manager of a marketing research department, contribute to the decision on the size of the advertising appropriation.

$(2 \times 6 = 12$ weightage)