

D 90820

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Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2015

Management

BUS 3EM 03 – ADVERTISING AND SALES PROMOTION

(2013 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Answer all parts.

Part A

Answer all the questions.

Each question carries 1 weightage.

1. What is brand attitude?
2. What do you mean by brand building?
3. What is advertisement copy?
4. What is negative publicity?
5. What is peripheral root of communication?
6. What is cognitive dissonance?

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. Explain the social aspects of advertisement in detail.
8. Discuss the pros and cons of family branding from a global/international perspective.
9. Outline the major components and considerations that you would include in your advertisement plan.
10. How you measure the impact of sales promotion?
11. What are the ethical issues involved in advertising? Explain with examples.
12. What assumptions underlie the 'all-you-can-afford' and competitive parity approaches to setting advertising budget?

Turn over

13. What is deceptive advertising? Explain with examples.
14. What are the regulatory aspects of integrated marketing communications?

(6 × 3 = 18 weight)

Part C

Answer any **two** questions.

Each question carries 6 weightage.

15. Discuss different advertising media highlighting their merits and demerits. What factors have to be kept in mind while choosing media-mix for an advertising campaign.
16. Design an ideal test of copy effectiveness. Assuming the measures would be made in a natural environment, critically examine the difficulties involved.
17. Enumerate the importance and scope of sales promotion. Explain how to measure the impact of sales promotion.

(2 × 6 = 12 weight)