

C 32832

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Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2017

(CUCSS)

Marketing

BUS SEM 03—ADVERTISEMENT AND SALES PROMOTION

(2013 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Section A

Answer all the questions.

Each question carries 1 weightage.

1. Enumerate any three Advertising agencies in India.
2. What is AIDA ?
3. What do you mean by DAGMAR ?
4. What is tie in promotions ?
5. What is Media Planning ?
6. Enumerate the methods of objection handling in a sale.

(6 × 1 = 6 weightage)

Section B

Answer any six questions.

Each question carries 3 weightage.

7. Write a note on Wilber Schramm's model.
8. Enumerate the functions of Advertising agency.
9. "Creativity in Advertising does not guarantee sales"- Justify.
10. What are the disadvantages of marketing communications ?
11. Develop a TV advertisement for FMCG product of your choice.
12. Explain the implementation issues of sales promotion in India.
13. "Advertising nowadays is not in line with industry expectations"—Comment.
14. Discuss the role of Public Relations Officer in a manufacturing organisation.

(6 × 3 = 18 weightage)

Turn over

Section C

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

15. Develop a print Advertisement for the following products (assume your brand) :
 - (a) Retail Store.
 - (b) Sports Utility Vehicle.
16. What are the factors to be considered in the selection for the launch of a new television channel for children in the age group of 10 to 15 ? Discuss your opinion in detail giving reasons.
17. Differentiate between Publicity and Public Relations with examples.

(2 × 6 = 12 weightage)