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Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, DECEMBER 2016**

(CUCSS)

Management

BUS 3E M03—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 is DAGMAR approach ?
2. What is copywriting ?
3. What is outdoor advertising ?
4. What is crisis marketing ?
5. What is an event marketing ?
6. What do you mean by sales promotion budgeting ?

(6 × 1 = 6 weightage)

**Part B**

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

7. Explain the role and functions of a public relation officer.
8. What are the ethical issues to be considered in advertising a product ?
9. What are the ways to make channel promotion effective ? Explain.
10. Explain the creativity required in advertising.
11. State the cognitive dissonance theory and its importance in advertising strategy.
12. Discuss the important legal issues of advertising in India.
13. What are the functions of advertising agencies ?
14. What are the merits and demerits of marketing communication to the producer and consumer.

(6 × 3 = 18 weightage)

**Turn over**

## Part C

Answer any two questions.  
Each question carries 6 weightage.

15. Compare the advantages and disadvantages of different consumer promotion techniques with respect to alternative objectives :
- Getting trial from new consumers.
  - Retaining present consumers.
  - Building brand image.
16. Compare and contrast 'all you can afford' and 'competitive-parity' approaches for setting advertising budgets. Explain to what extent is the budget decision arrived at by a bargaining process.
17. Design an ideal test of copy effectiveness. Critically examine the difficulties involved.

(2 × 6 = 12 weightage)