

K-845

Total Pages : 4

Roll No.

MS-502

ADVERTISING AND SALES PROMOTION

Master of Business Administration (MBA)

3rd Semester Examination, 2023 (Dec.)

Time : 2 Hours]

Max. Marks : 70

Note : This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

SECTION–A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Nineteen (19) marks each. Learners are required to answer any Two (02) questions only.

(2×19=38)

1. Explain the role of advertising in the marketing mix. How does it contribute to the overall success of a product or service? Provide examples to support your explanation.
2. Discuss the various types of advertising appeals and provide real-world examples of each. How do these appeals influence consumer behaviour, and what considerations should marketers take into account when choosing an appeal for a particular product or target audience?
3. Describe the AIDA model (Attention, Interest, Desire, Action) and its significance in advertising. How can marketers effectively implement the AIDA model to create successful advertising campaigns?
4. Examine the role of sales promotion in the marketing strategy of a company. Provide examples of different sales promotion techniques and their impact on consumer behaviour.
5. Compare and contrast push and pull strategies in the context of sales promotion. How do these strategies differ? Provide examples of successful push and pull strategies.

SECTION-B

(Short Answer Type Questions)

Note : Section 'B' contains Eight (08) short answer type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only. (4×8=32)

1. Define advertising and briefly explain its primary objectives in marketing.
2. What are the components of Marketing Communication? Explain.
3. Explain the concept of Integrated Marketing Communications (IMC) and its significance in modern advertising.
4. Explain Maslow's Hierarchy of Needs Theory? Give an example to justify human behaviour.
5. Define guerrilla marketing and provide an example of a successful guerrilla marketing campaign.
6. What are the key differences between in-store promotions and online promotions?

7. Explain the concept of 'consumer promotions' and provide two examples.

 8. What is the significance of measuring return on investment (ROI) in advertising campaigns.
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