

A-0800

Total Pages : 4

Roll No. -----

MS-502

Advertising and Sales Promotion

Master of Business Administration (MBA)

3rd Semester Examination 2024(Dec.)

Time: 2:00 hrs

Max. Marks: 70

Note : This paper is of Seventy (70) marks divided into Two (02) Section 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.

P.T.O

A-0800

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.

(2x19=38)

- Q.1. It has been said that advertising is an important component of the “marketing mix” - explain the statement.
- Q.2. Explain the importance of visual layout and artwork in preparing advertisements.
- Q.3. Explain some of the common methods of advertisement budgeting and bring out their advantages and limitations.
- Q.4. What are the objectives of sales promotion? What are the various promotional tools designed for salesmen?

- Q.5. public relations strategy should be essential to every communications program. Explain.

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.

[4x8=32]

- Q.1. Write about Consumer, Institutional, and Professional advertisements.
- Q.2. Discuss the merits and demerits of advertising agency.
- Q.3. Differentiate between advertising and publicity.

P.T.O

- Q.4. How are pre-testing and pro-testing of a copy done?
Explain.
- Q.5. Explain the premium, price packs, rebates, and lottery
gift offer.
- Q.6. write a brief note on corporate advertising.
- Q.7. Explain about the sales contests.
- Q.8. Write about the display, demonstrations, exhibitions,
and fashion shows.
