

A-1366

Total Pages : 3

Roll No.

MS-502

Master of Business Administration (MBA)

Advertising and Sales Promotion

Examination February, 2026

Time : 2:00 Hrs.

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 (2×19=38)

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.

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(1)

P.T.O.

1. Critically evaluate the social and ethical issues associated with advertising. How does advertising both reflect and shape societal values ?
2. Compare and contrast various forms of advertising—print, broadcast, digital, outdoor, and non-commercial. Discuss the suitability of each form for different product categories.
3. Examine the steps involved in media planning and media buying. Discuss the challenges advertisers face when selecting the right media mix.
4. Explain the relevance of consumer behaviour in advertising. Discuss how consumer motives, perceptions, and attitudes influence advertising strategy.
5. Explain the significance of advertising budgeting. Discuss different budgeting methods and their relevance in modern advertising environments.

Section–B

Short Answer Type Questions (4×8=32)

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.

1. What is the social responsibility of advertisers ?
2. How does perception influence consumer response to advertising ?
3. What is ad-effectiveness evaluation ? Name any two methods of post-testing.
4. What is non-commercial advertising ? Give one example.
5. Differentiate between consumer-oriented and trade-oriented sales promotions.
6. Define an advertising agency. Mention two functions of full-service agencies.
7. What is the role of public relations in advertising and sales promotion ?
8. Describe the stages of campaign planning in advertising.
