

A-736

Total Pages : 3

Roll No.

MS-502

ADVERTISING AND SALES PROMOTION

Master of Business Administration (MBA)

3rd Semester Examination, 2024 (June)

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. Discuss the ethics of advertising. What does advertisers need to take into account when creating and disseminating advertisements ? Provide examples of both ethical and unethical advertising practices.
2. Explore the concept of Integrated Marketing Communication (IMC). How does IMC contribute to a cohesive and effective advertising strategy ?
3. Examine the influence of cultural differences on advertising strategies. How should advertisers adapt their messages to resonate with diverse cultural audiences ? Provide examples of successful cross-cultural advertising campaigns.
4. Discuss the role of humour in advertising. Provide some examples of humorous advertising campaigns and their impact on consumer perception.
5. Explain what is creative advertising. Why it is an important aspect of advertising ? Give a few examples.

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. Explain the concept of in-store promotions. What are some common tactics used for in-store sales promotion ?
2. Describe types of advertising agencies.
3. What is understood by Micro-Marketing ? Explain.
4. What is the purpose of teaser campaigns in advertising and how do they generate interest and anticipation ?
5. What is meant by Trade Promotion ? How does these activities help an advertiser in promoting a product ?
6. What is the significance of marketing research ? In few words, write a scope of it ?
7. Discuss the impact of mobile advertising on consumer behavior. How has mobile technology changed the advertising landscape ?
8. Explain the concept of social responsibility in advertising ? Give an example.
