Total Pages : 3   **Roll No. ....**

MS-502

Master of Business Administration (MBA)

(Advertising and Sales Promotion)

Examination, June 2025

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.

1. What is Advertisement ? Is it important to companies ? What are the objectives and functions of advertising ?

2. Explain the factors influencing an advertisement media selection for positioning a new product.

3. Describe the various production copy elements of a print advertisement.

4. How do you measure the effectiveness of advertising ? What are the post-testing methods of advertising effectiveness ? Explain in detail.

5. Discuss the DAGMAR approach model. Do you think that setting measurable objectives is always possible ? Why or why not ?

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 are the roles and responsibilities of an advertising manager ?

2. Explain briefly about print media and broadcast.

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3. Explain the importance of Budgeting in advertising.

4. What are the promotional strategies designed for middlemen ?

5. Write short notes on the following :

   (i) Price deals

   (ii) Price packs

   (iii) Coupons

   (iv) Contest and sweepstakes

6. Write a brief note on copy testing.

7. Explain pull and push promotional strategies.

8. Explain brand loyalty and brand equity.

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