

Code: 9E00307b

MBA - III Semester Regular & Supplementary Examinations, January/February 2013

**ADVERTISING & SALES PROMOTION MANAGEMENT**

(For students admitted in 2009, 2010 and 2011 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions  
All questions carry equal marks

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- 1 Explain different types of advertisements.
- 2 Discuss the functions of advertising agency.
- 3 What are the different types of advertisement budgets?
- 4 Write short notes on the following:
  - (a) Media selection.
  - (b) Brand image.
  - (c) U.S.P
- 5 Explain the importance of visual layout and art work in the preparation of advertisement.
- 6 Elucidate pre-testing and post testing of advertising effectiveness.
- 7 What are the different sales promotional techniques?
- 8 Distinguish between publicity and corporate advertising.

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