

Code: 9E00307b

MBA III Semester Supplementary Examinations September/October 2014

**ADVERTISING & SALES PROMOTION MANAGEMENT**

(For students admitted in 2010, 2011 and 2012 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions  
All questions carry equal marks

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- 1 Define advertising. How advertising is differ for consumer, industries and institutions? Explain briefly by taking two examples for each one in Indian context.
- 2 (a) What are the functions and objectives of advertising manager?  
(b) What are the main functions of advertising agency?
- 3 Write a short note on advertising budget. What are the various methods used in advertising budget? Explain with an example.
- 4 What are the methods and approaches used in selecting media? Explain importance of media research.
- 5 What is meant by visual layout? What are the important measures to be taken in visual layout?
- 6 Define advertising effectiveness? How can we measure advertising effectiveness? What are the different methods used while measuring advertising effectiveness?
- 7 Write short note on:  
(a) Retail merchandising techniques.  
(b) Public relation campaign.
- 8 What are the various steps in publicity? Explain briefly. What is the importance of publicity? What are the draw backs of publicity? Explain with an example.

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