MB116B

Sl. No.

III Semester M.B.A. Degree Examination, May/June - 2026

MANAGEMENT

Elective-B : Marketing

Advertising and Sales Promotion

(Non-CBCS Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer Five sub-questions. Each sub-question carries Three marks. (5×3=15)

1. a) Define Media.

b) What are Advertising aids?

c) List out the components of Promotion Mix.

d) What is a story board?

e) Distinguish between advertisement theme and appeals.

f) What are Sarogative advertisements?

g) What is DAGMAR?

SECTION - B

Answer any Four questions. Each question carries Five marks. (4×5=20)

2. List out the challenges in Rural advertising.

3. How are the advertisement budgets prepared?

4. State the principles of effective lay-outing of an ad copy.

5. State the various techniques of media scheduling.

6. List out the properties of an effective advertisement copy and its components.

7. What are the functions of advertising agencies?

8. State the objectives of Advertisements.

SECTION - C

Answer any Three questions. Each question carries Ten marks. (3×10=30)

9. Describe the significance of advertising in today's business.

10. Explain the process of media selection and planning.

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11. Discuss the various stages of advertising Campaign planning.

12. Define Advertising ethics and explain the need for regulating advertisements in India.

13. Explain the various techniques of measuring advertising effectiveness.

SECTION - D

14. Read the following case and answer the questions given. **(1×15=15)**

Case Study (Compulsory).

Jeans is a fabric which has been widely accepted in the country for its functional and symbolic values. Initially, jeans as a symbol of westernisation "caught" on in urban markets. There are a number of foreign brands which have a strong equity in the market (though some of them may not have had a phenomenal success). Over the last decade the appeal of jeans has spread to rural and semi urban markets, and consumers in these markets are highly driven by the "aspirational" appeal of jeans. *Colour Plus*, a brand of jeans has grown significantly in the last two years. The interesting aspect of this brand is that it is made of fine 2 ply twill, microbuffed and enzyme washed for softness and is not made of denim. The brand is available in few colours (other than the conventional denim blue) and in few cities. The brand was introduced with the campaign "jeans divorces denim".

Questions.

- What kind of psychological factors have been used by the brand to influence consumer behaviour in the jeans market?
