MB-116B

Sl.No. : **Total No. of Pages : 3**

Third Semester M.B.A. Examination, May - 2025
(SLM Scheme) (NON - CBCS)
MANAGEMENT
Elective - B : MARKETING
Advertising and sales Promotion

Time : 3 Hours **Max. Marks : 80**

Instruction : All sections are compulsory

SECTION - A

Q1) **Answer any Five sub-questions. Each Sub question carries Three marks.** **[5 × 3 = 15]**

a) State the role of advertising.
b) What is DAGMAR approach?
c) Why is advertising agency required in rural marketing?
d) Give the meaning of media planning
e) Mention the elements of promotional mix
f) What is sales promotion?
g) Explain 5 Ms in advertising

SECTION - B

Answer any four questions. Each question carries Five marks. **[4 × 5 = 20]**

Q2) What is IMC? Explain the role of IMC in marketing process.
Q3) Explain the factors and determining advertising budget.
Q4) Mention the types of ad agency. Explain any two of them.
Q5) Explain the objectives of media planning.
Q6) Discuss the significance of CRM in advertising.
Q7) Explain the types of sales promotion.

SECTION - C

Answer any three questions. Each question carries Ten marks. [3 × 10 = 30]

Q8) What is personal selling? Explain the steps involved in personal selling.

Q9) What are unethical practices in advertising? Discuss the role of government in controlling unethical practices of advertising.

Q10) What are the components of advertising. Explain in detail.

Q11) Explain the stages of campaign planning.

Q12) Discuss the recent trends in advertisement

SECTION D

Q13) **Case (Compulsory)** **[1 × 15 = 15]**

Twitter is a social media network that has had its business model challenged by media and bloggers over the years.

The questions were often asked.

How was it going to make money and could it make meaningful revenue?

For savvy marketers though it has proved to be a great organic platform to promote their brand and blogs to a large world audience, but it took time and persistence.

Despite the challenges, Twitter managed to raise over $1 billion in Funding over the last 7 years and today it is on its way to $1 billion in revenue in 2014 according to sources such as Bloomberg.

This is due to its evolution as a paid platform for hire to advertise your business and brand.

For a long time the best way to market and promote your brand on Twitter was organic and free. You built a tribe of followers and then you used it to engage with content and interaction. From that foundation you could then drive traffic to landing pages, make offers and calls to action.

Paying For advertising on Twitter was not easy in the past and was restricted to the USA. It also hasn't been available for much of its seven years as it relied on its large venture capital funding to build its network and technology. With the implementation of the self service features, companies are starting to experiment with paid advertising using a variety of tactics.

Paid advertising on Twitter can be done in three ways.

1. Promoted tweets
2. Promoted accounts
3. Promoted trends

Promoted tweets and promoted accounts are a self service type of Advertising similar to Google and Face book Ads.

Promoted trends are at this stage reserved for major brands with costs being prohibitive for the smaller end of the market with reports that it now starts at $200.000 to play. They are also not self service but are arranged by contacting Twitter's advertising team.

Questions:

a) Suppose you are the Marketing Manager of Samsung Company, how would you promote a new mobile phone on twitter?

b) Which paid advertising of twitter would you use?

c) Which creative strategy would be appealing on twitter?

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