MBSC-3.1B

Sl.No. :

Total No. of Pages : 2

Third Semester M.B.A. Degree Examination, February - 2024
(CBCS) (SLM Scheme)
(Elective-B) : MANAGEMENT (Marketing)
Advertising and Sales Promotions

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

SECTION - A

Answer any five questions. Each question carries five marks. [5 × 5 = 25]

1. Explain the importance and objectives of sales promotion.

2. Distinguish between advertising and sales promotion with suitable examples.

3. What is advertising copy? Discuss the salient features of a good advertising copy.

4. What is IMC? Explain the role of IMC in developing effective marketing startegies to reach consumers and enhance sales.

5. Write a note on advertising budget, and the factors to be considered while drafting an advertising budget.

6. Write a note on various types of print media and electronic media.

7. Explain marketing communication process with suitable diagram.

SECTION - B

Answer any four questions. Each question carries ten marks. [4 × 10 = 40]

8. Explain steps involved in Developing effective IMC programme.

9. Discuss types of advertising agency along with their services offered.

10. Explain the different types of advertising along with their advantages and disadvantages.

11. Discuss the legal and ethical aspects of advertisement in India.

12. What is advertisement appeal? Describe the different types of advertisement appeals.

13. Write a note on traditional direct advertising, online advertising and industrial advertising with examples for each.

SECTION - C

14. Case study (Compulsory) **[1 × 15 = 15]**

XYZ Pvt. Ltd., is a company that produces electronic products and has an established market pressure and high revenue turnover. The company is a vertically integrated company with its own manufacturing units and retail outlets. The management of the company decided to enter into medical equipment manufacturing and sales. Since the health care sector is gaining momentum in the recent years and number of private hospitals are rising day by day. The management decided to supply customized operation theatre products to the emerging hospitals. The company decided to organize a surgeons conference as part of its brand development campaign.

Questions :

a) Discuss the communication strategies required for such new product line

b) Evaluate the success rate of conference as a communication Mechanism.