MBSC-3.1B

Sl.No. : **Total No. of Pages : 2**

Third Semester M.B.A. Degree Examination, June/July - 2024
(CBCS) (SLM Scheme)
MANAGEMENT
Advertising and Sales Promotions

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

SECTION - A

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

Q1) What is advertising? State the objectives of advertising.

Q2) Explain the role of IMC in marketing process.

Q3) Discuss the concept of DAGMAR Approach.

Q4) Write a note on advertisement themes and appeal.

Q5) Mention the various function of Ad Agency.

Q6) Explain the unethical practices of advertising.

Q7) What are the elements of sales promotion? Explain.

SECTION - B

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

Q8) Discuss the nature and scope of advertising management.

Q9) Explain the various types of advertising.

Q10) Discuss the steps involved in campaign planning.

Q11) Describe the various factors determining advertising budget.

Q12) Explain the role of ASCI in controlling advertising.

Q13) Discuss the various types of advertising media planning.

SECTION - C

Q14) **Case (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:

1) Discuss the communication stratetgies required for such new product line.

2) Evaluate the success rate of a conference as a communication mechanism.