MBSC-3.1B

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Third Semester M.B.A. Degree Examination, June - 2025
(SLM Scheme) (CBCS)
MANAGEMENT
ELECTIVE - B : MARKETING
Advertising and Sales Promotions

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

Instruction : All Sections are compulsory.

SECTION - A

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

1. What are the functions of advertising?

2. State the role of IMC in marketing process.

3. Mention the objectives of media planning.

4. What are the factors considered while determining advertising budget?

5. Explain DAGM Approach.

6. Highlights the objectives of campaign planning.

7. Discuss the importance of B 2 B advertising in India.

SECTION - B

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

8. Define advertising. Explain the various types of advertising.

9. Explain the different types of print media.

10. What is sales promotion? Explain the steps involved in sales promotion.

11. Evaluate the methods used for evaluating advertising effectiveness.

12. Discuss the functions of Ad Agency.

13. Explain the role of ASCI in controlling unethical advertising.

SECTION - C

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

M/s. Vijeth an enterprising youth team, plans to launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms.

Mushrooms are known to be the best alternative food for vegetarians. For fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Moon Hotel in Pune. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like M/s Vijeth. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market and had good network. M/s Vijeth have set their sights high. They aim to sell mushrooms in a very big way all over India using promotion strategies.

Questions :

a) How will you advise M/s Vijeth, as how to increase the consumer awareness about this new food with sales promotion strategies?

b) Develop advertising campaign for mushrooms to meet the competition?