DECEMBER 2022 **P/ID 77941/RMBM2**

Time : Three hours Maximum : 80 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. What is Market Segmentation?
2. Write short note on Email Advertising.
3. What is Media Scheduling?
4. Give any two examples of Media Vehicle.
5. What is Advertisement Copy?
6. State the main Function of ASCI.
7. What do you mean by Advertising Campaign?
8. Define Sales Promotion.
9. Mention the purpose Point of Purchase Displays.
10. What is Social Media Campaign?
11. Define Advertising Ethics.
12. Give examples for Social Advertisement.

SECTION B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Examine the need for Unique Advertising Messages.

14. Interpret the role of Target Audience in Advertising Campaign.

15. Illustrate the Process of Media Planning.

16. Mention the Types of Online Advertising in India.

17. Describe the Steps in Advertising Campaign Implementation.

18. State the Objectives of Trade Promotion.

19. How do you measure the effectiveness of sales promotion?

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. What are the bases of segment the markets?

21. Explain the importance of Advertising Budgeting.

22. What are the functions of an Advertising Agency?

23. Why and when sales promotion activities are needed? Explain in detail.

24. Enumerate the Methods of Measuring Advertising Effectiveness.
