DECEMBER 2023 **P/ID 77941/RMBM2**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. What is Market Segmentation?
2. Define Targeting.
3. What is Advertisement Copy?
4. Show the benefits of Print Media Advertising.
5. Inspect the role of Media Vehicle in Advertising.
6. Define Online Advertising.
7. Give a brief not on Creative Boutique.
8. What is an Advertising Campaign?
9. How Push Incentives promote the Sales of a Product?
10. Find the need of Sales Promotion Budgeting.
11. Identify the effects of Flash Sale in E-Commerce.
12. How will you measure the effectiveness of Advertising?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Describe the steps in Advertising Process.

14. Examine the criteria for Media Selection in Advertising.

15. State the features of Web advertising.

16. Explain the steps in developing an Advertising Strategy?

17. Discuss the roles and responsibilities of an Advertising Agency.

18. Infer the Objectives of Sales Promotion.

19. Mention the Ethical Issues in Advertising.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Classify the types of Advertising Copy with example.

21. Evaluate the components of Media Planning in Advertising.

22. Illustrate the structure of Advertising Agency.

23. Elaborate the steps in Planning an Effective Sales Promotion Campaign.

24. Discuss the Social and Economical aspects of Advertising.

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