DECEMBER 2024 **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. Define advertising.

2. Define sales promotion.

3. What is the meaning of an advertisement copy?

4. Define budget planning in advertising.

5. What is the purpose of mass media in advertising?

6. Define budget planning.

7. Why is coordination important in advertising?

8. What is ethical advertising all about?

9. What is the use of trade show as a medium of advertising?

10. Enlist any two common segmentation errors.

11. How are the target audience selected for creating an advertisement?

12. Define an integrated program in mass media.

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. Write a short note on billboards as a medium of advertisement.

14. State the importance of advertisements.

15. Discuss the five steps in market segmentation strategies.

16. State the functions of the contact department in an advertising agency.

17. Furnish notes on media planning.

18. Elucidate the details of media scheduling.

19. How is the mass media selected for an advertising purpose?

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Explain in detail the steps involved in the process of advertising.

21. Describe in detail, the benefits of market segmentation.

22. Mention the role of advertising in the society.

23. What are the essential factors for a good advertisement copy?

24. Write in detail about the planning and budgeting of the consumer-oriented sales promotion.

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