MAY 2023 **P/ID 77941/RMBM2**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions each in 50 words.

1. Define Advertising.

2. Who is termed as Target Audience in Advertising?

3. What is Advertising Message?

4. Define Mass Media.

5. Write a brief note on Media Planning.

6. Show the nature of Web Advertising

7. How Advertising Agencies market themselves?

8. List the Client Services provided by Advertising Agencies.

9. Define Sales Promotion.

10. How a Discount Coupon attracts Customer?

11. Write short note on Advertisement Ethics.

12. Show the Economic Benefit of Advertising.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions each in 250 words.

13. Explain the Objectives of Advertising.

14. Describe the Steps in Advertising Media Selection Process.

15. Examine the Importance of Scheduling in Advertising.

16. Mention the Challenges faced by Advertising Agencies.

17. Elucidate the Functions of Advertising Agency

18. How Companies plan for Trade oriented Sales Promotion? List its Objectives.

19. Why Advertising Ethics needs to be ensured?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions each in 500 words.

20. Enumerate the Types of Advertising.

21. Examine the Impact of Web Advertising on Consumer Buying Behaviour.

22. Categorize the Types of Advertising Agencies.

23. Explain the Techniques of Consumer Sales Promotion.

24. Evaluate the different Tools of measuring Advertising Effectiveness.

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