MAY 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. 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. Define Online Advertising.
7. Give a brief note 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. Show the Economic Benefit of Advertising.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Infer the objectives of advertising.

14. Describe the steps in advertising media selection process.

15. Examine the importance of scheduling in advertising.

16. Explain the steps in developing an advertising strategy.

17. Discuss the roles and responsibilities of an advertising agency.

18. How companies plan for trade oriented sales promotion?

19. Mention the Ethical Issues in Advertising.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

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. Elaborate the Steps in planning an effective sales promotion campaign.

24. Discuss the social and economical aspects of advertising.

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