

Code: 9E00307b

MBA III Semester Supplementary Examinations November/December 2017

ADVERTISING & SALES PROMOTION MANAGEMENT

(For students admitted in 2013 only)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 "Advertising plays a vital role in the development of economy like India". Do you agree or not? Give reasons.
- 2 What are the functions of advertising agencies?
- 3 Outline the different types of advertisement budgets.
- 4 What are the factors influencing media selection?
- 5 Prepare a model of an advertisement of your choice which should be more attractive.
- 6 Examine the process involved in measuring the effectiveness of advertisements.
- 7 Describe briefly about various tools of sales promotion.
- 8 What are the advantages and disadvantages of publicity? Explain.
