

**Code: 9E00307b**

**MBA III Semester Supplementary Examinations May 2018**  
**ADVERTISING & SALES PROMOTION MANAGEMENT**  
(For students admitted in 2013 as a last chance)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions  
All questions carry equal marks

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- 1 What is advertising? Discuss the various basis of classification of advertising. Give examples.
- 2 Briefly examine various stages of product life cycle. Describe the role of advertisement with relevance to product life cycle.
- 3 Briefly explain various types of advertising. "Advertising is wasteful expenditure for any business". Comment.
- 4 What is media planning? Explain various steps involved in media planning.
- 5 Define advertising copy. State various essential elements of advertisement copy.
- 6 What is advertising effectiveness? State and explain the pre testing methods of evaluating advertising effectiveness.
- 7 What is sales promotion? Explain the role and different types of sales promotion activities.
- 8 Explain various methods for controlling disseminating companies' publicity.

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