

Code: 14E00317

MBA III Semester Regular Examinations January 2016
ADVERTISING & SALES PROMOTION MANAGEMENT
(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

Answer the following: (05 X 10 = 50 Marks)

- 1 Discuss the changing role of advertising in a developing economy.
OR
- 2 What are the roles and responsibilities of advertisement manager?
- 3 What are the salient features of an effective advertisement?
OR
- 4 Discuss the merits and demerits of advertisement agency.
- 5 List and explain the various components of advertisement budget.
OR
- 6 How is Pre-testing and Post-testing of a copy is done? Explain.
- 7 What are the various sales promotion techniques? Discuss them in short.
OR
- 8 Highlight the major differences between consumer sales promotion and trade sales promotion.
- 9 Explain the relevance, scope and importance of publicity and public relations in business.
OR
- 10 Explain the various personal selling strategies.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 **Case study:**

XYZ Ltd had come out with an advertisement in the recent past to increase the sales of its two wheeler by fifty percent. Survey conducted by the company revealed that the advertisement recently launched was not that popular among the target audience. As a result of this sales of the two wheeler didn't increase. As a person appointed in the organization to turn around the situation, how will you respond to it.
