

Code No: 43**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA-IV Semester Supplementary Examinations July 2010****ADVERTISING, SALES PROMOTION & DISTRIBUTION****Time: 3hours****Max.Marks:60**

Answer any Five questions
All questions carry equal Marks

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1. How does the marketing strategy affect the type of advertising used?
2. What are the steps of an advertising campaign management process?
3. A manufacturer of women's clothes understands the need for a production budget but does not feel that budgeting is necessary for advertising. How would you respond to this idea?
4. Define and explain:
 - a) Media-buying calendar and
 - b) Media tactic.
5. What are the structural elements of an advertising copy?
6. Too much spending on Advertisement is a National waste - comment.
7. What are the factors that determine the size of sales force of a company?
8. Explain the new role of public relations in an increasing number of marketing oriented companies.
