

R07

Code No: MB407

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA - IV Semester Examinations, January 2011

ADVERTISING, SALES PROMOTION AND DISTRIBUTION

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

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1. What is advertising? Bring out clearly the changing concept of advertising in modern business world.
2. Explain the objectives and functions of advertisement manager.
3. What is advertisement budget? How do you determine optimal expenditure through advertisement budget?
4. What are the characteristics of advertising media? Explain.
5. Write a short note on:
 - a) Visual layout.
 - b) Production traffic copy.
6. How do you measure the effectiveness of advertisement? Explain.
7. Define sales promotion? Explain the types of sales promotion.
8. Explain the merits and demerits publicity.

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