

R07

Code No: 47

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA-IV Semester Regular 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. Examine the role of advertising in a developing country with specific reference to India.
2. Explain the seven service standards for advertising agencies as set forth by the American Association of Advertising Agencies for using a full-service agency.
3. What factors should be taken into consideration while determining the advertising budget?
4. Discuss various media tactics in terms of how they may help or hinder different components of media strategy?
5. What are the questions normally answered by a successful copywriter?
6. What kind of knowledge about the advertising is needed in pre- approach preparation?
7. How do the sales objectives affect the designing of the sales strategy?
8. What is publicity? What are the advantages and disadvantages of publicity?
