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**Question Paper Code : 10220**

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2014.

Elective

BA 9254/ BA 954/ UBA 9154/ 10488 MBE 14 — ADVERTISING AND SALES  
PROMOTION

(Regulation 2009/2010)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

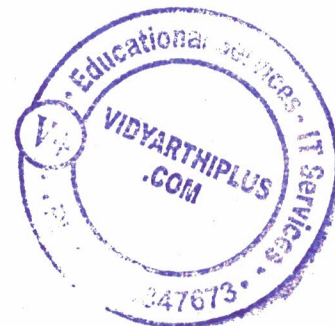
1. Define Advertisement.
2. List out the advantages and disadvantages of Ad. Agencies.
3. How do the media affect the lives of a consumer?
4. State the role of Media strategies.
5. Define Ad copy layout.
6. How to test the validity of advertising?
7. List out the objectives of sales promotion.
8. Identify any four consumer oriented promotion techniques.
9. What is known as pop up advertisements?
10. What is AIDA?

PART B — (5 × 16 = 80 marks)

11. (a) Briefly discuss the impact of socio-economic and legal factors in Advertisements.

Or

- (b) To advertise the product called as "ABC Herbal Shampoo" develop an Advertising campaign model.



12. (a) Explain the types of media plan. What are the problems faced by the media planner?

Or

- (b) Develop media strategies for advertising a health drink for teen-aged.
13. (a) (i) Compare and contrast the advantages and disadvantages of various types of advertisements. (10)
- (ii) What are the do's and don'ts to be followed in message development? (6)

Or

- (b) Discuss the methods of research to measure the advertising effectiveness.
14. (a) (i) Explain the scope and role of sales promotion. (8)
- (ii) Suggest suitable ways for Trade oriented sales promotion. (8)

Or

- (b) Develop a Master Plan for sales promotion to promote a Five Star Hotel in a Metro Politian city.
15. (a) (i) Write a note on online sales promotion. (6)
- (ii) Design a sales promotion strategy to launch a data plan for students through GPRS. (10)

Or

- (b) (i) List the roles of sales promotion during the different stages of the product life cycle.
- (ii) Distinguish the efforts of Advertisers for National promotions and international promotions.

