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**M. B. A. (Third Semester) Examination,**

**April-May 2020**

**NOV-DEC 2020**

**(New Scheme)**

**(Marketing Management Branch)**

**ADVERTISING and SALES PROMOTION (NEW)**

***Time Allowed : Three hours***

***Maximum Marks : 80***

***Minimum Pass Marks : 32***

***Note : All sections are compulsory. Attempt any two questions from each sections. Each question carry equal marks (8).***

**Section-I**

1. "The goal of Integrated Marketing Communication (IMC) is to generate short term financial returns and build long

term brand value". Comment on the above statement keeping in view the reason for the growing importance of IMC.

2. What are the basic elements of promotion mix used in IMC? Explain with suitable examples.
3. Discuss the various forms of publicity vehicles and differentiate publicity from advertisements.

#### Section-II

4. Draw and define the consumer decision making process keeping in mind the psychological factors that affects the decision making process.
5. "Information Search is the action taken to identify and obtain information to solve a consumer problem." Comment on the above statement.
6. Explain the various methods of budget setting in IMC.

#### Section-III

7. Write a note on role of Internet in IMC strategy.

8. Discuss the factors that should be considered in planning media for an advertisement campaign. Also discuss the role of media in advertising.
9. Define the steps of Media Planning and evaluation in context of IMC.

#### Section-IV

10. "Sales promotion includes those marketing activities that provide extra value or incentive to the sales force, distributors or the ultimate consumer and can stimulate immediate sales." Comment.
11. What are the different types of sales promotion techniques?
12. Write a short note on public relation, publicity and corporate advertising.

#### Section-V

13. Explain in detail the DAGMAR concept. What are some aspects associated with DAGMAR.

14. What are the pre-testing and post-testing methods of measuring effectiveness of advertisement? Why is it evaluated?
15. Discuss the factors of international environment that effect the advertising & promotion decisions.