

MBA III Semester Supplementary Examinations September/October 2022
ADVERTISING & SALES PROMOTION MANAGEMENT
 (For students admitted in 2018, 2019 & 2020 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 (a) Discuss the changing role of advertising in a developing economy. 5M
 (b) What are the roles and responsibilities of advertisement manager? 5M
 OR
- 2 (a) Compare and contrast industrial advertisement with institutional advertisement. 5M
 (b) Explain the changing roles and responsibilities of advertisement in marketing mix. 5M
- 3 (a) List and explain the key elements of visual layout of an advertisement. 5M
 (b) Write a short note on the effective use of words in advertisement with examples. 5M
 OR
- 4 (a) What are the different types of advertising agencies? What are the different types of 5M
 creative styles used for advertisements to have a lasting impact? 5M
 (b) Write a short note on the effective use of words in advertisement with examples. 5M
 OR
- 5 (a) (i) What do you mean by pretesting and post testing methods of measuring advertising 5M
 effectiveness? 5M
 (ii) Why does advertising manager evaluate the effectiveness of advertising? 5M
 (b) What are the various methods of pre-testing and post-copy testing of advertising 5M
 effectiveness? Discuss the strengths and weakness of each. 5M
 OR
- 6 (a) What do you understand by the term advertising budget? Explain the advertising budget 5M
 making process. 5M
 (b) What are the different types of advertising budget? Explain how these models are effective 5M
 in maintaining optimal expenditure. 5M
- 7 (a) Define how sales promotion affects sales. Illustrate with an example. 5M
 (b) (i) Explain the principles that drive the use of sales promotion. 5M
 (ii) Explain the measurement of impact of sales promotion. 5M
 OR
- 8 (a) Write short notes on: (i) Price deals, (ii) Price packs, (iii) Coupons, (iv) Contest and 5M
 sweepstakes, (v) Premiums. 5M
 (b) Discuss the role of sales promotion in the marketing mix. What are the various types of 5M
 sales promotion techniques? 5M

Contd. in page 2

- 9 (a) Define corporate advertising. Explain the various types of corporate advertising and provide 5M
 examples. 5M
 (b) Examine the role of personal selling as a tool of direct marketing. Explain why the 5M
 combination of personal selling and advertising may provide more benefits. 5M
 OR
- 10 (a) Briefly describe the personal selling process. How would the sales presentations differ in 5M
 the following cases: (i) Selling a life insurance policy? (ii) Selling consumer goods? 5M
 (b) List and explain the various methods of publicity. Write their merits and demerits. 5M

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study/Problem:** 10M
 CDE company has a proposal to launch a new product in a new geographical location, competition for this new product in the new location is very intensive. Company wants to evolve on effective publicity strategy to promote the new product in the new location. As a person entrusted with the responsibility of evolving the publicity strategy for the given scenario, how will you react to this new challenge? Presume that the new product company proposes to launch is mobile phone and the location is Ananthapur.

Code: 21E00306b

MBA III Semester Regular & Supplementary Examinations November/December 2024
ADVERTISING AND SALES PROMOTION MANAGEMENT

(Master of Business Administration)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION - A

(Answer the following: 05 X 10 = 50 Marks)

- 1 (a) Discuss the role of Advertising in the promotion of a Product. 5M
(b) What are the objectives of Institutional Advertising? 5M
OR
- 2 (a) Outline the functions of Advertising Department. 5M
(b) What is Marketing Mix? What are the issues involved in it? 5M
- 3 (a) Briefly explain the functions of Advertising Agencies. 5M
(b) What are the objectives of Advertising? 5M
OR
- 4 (a) Suggest measures to improve Client Agency Relationship. 5M
(b) Explain the importance of effective use of words in Advertisements. 5M
- 5 (a) What are the contents of Advertising Budget? 5M
(b) How do you measure advertising effectiveness? Explain. 5M
OR
- 6 (a) What is the process involved in Pre-testing? 5M
(b) What are the objectives of Post-testing? 5M
- 7 (a) Explain the need for Sales Promotion. 5M
(b) What measures are required for Consumer Promotion? 5M
OR
- 8 (a) What factors are influencing the timing of Sales Promotion? 5M
(b) How do you measure the impact of Sales Promotion? 5M
- 9 (a) Examine the importance of Publicity. 5M
(b) What are the disadvantages of Publicity? 5M
OR
- 10 (a) Describe the process involved in Public Relations. 5M
(b) What are the promotions of public Relations Officer? 5M

Contd. in Page 2

Code: 21E00306b

SECTION - B

(Compulsory question, 01 X 10 = 10 Marks)

11

Case Study/Problem:

Dove's new promotional / advertising campaign tried to break away from the stereotype images of beauty portrayed by the media and advertisements. The advertising campaign titled. "Campaign for real beauty" caught the attention of the public. 10M

Dove has been criticized for coming out with advertisements portraying stereotypic definitions of beauty which promoted the idea that looking great meant being fair and thin.

"People feel under pressure to improve their appearance, even at times such as childhood, pregnancy and later in life, when traditionally, it was ok not to bother," Said Tamar Kasriel, Head - Knowledge venturing, Henley center, a marketing consultancy.

Questions :

- (i) Assess the challenges the "Campaign for real beauty" advertisement faced and will face in the future.
(ii) In which ways were 'Campaign for real beauty' Unique as compared to promotional advertisements of beauty companies.
(iii) According to you how should the beauty product companies should advertise.
