

**MBA(INTERNATIONAL BUSINESS) DEGREE IV SEMESTER EXAMINATION  
MAY 2014**

**SMI 2411 ADVERTISING AND PROMOTION MANAGEMENT  
(2012 Admissions)**

Time: 3 Hours

Maximum Marks : 50



**PART A**  
(Answer *ALL* questions)

(5 x 2 = 10)

1. How is advertising different from publicity and propaganda?
2. Explain types of Ad copy.
3. What is sales promotion?
4. What are the different types of media available?
5. What are the elements of promotion mix?

**PART B**  
(Answer *ANY FIVE* questions)

(5 x 4 = 20)

6. What are the characteristics of an advertisement media?
7. State the different sales promotional techniques?
8. What are the functions of full service agency?
9. Explain the advertising budget making process.
10. Who are the major players in advertising?
11. Evaluate pre-testing and post-testing of advertising effectiveness.
12. Discuss the techniques of retail merchandising in detail.

**PART C**  
(Answer *ANY TWO* questions)

(2 x 10 = 20)

13. Explain the importance of visual layout and art work in the preparation of advertisement.
14. Discuss the factors influencing in an advertisement media selection for positioning new product.
15. "Advertising is a paid form of non-personal presentation". In the light of above statement, discuss the various aspect of advertising.