

MBA.IV/04.17.0437

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MBA (IB) DEGREE IV SEMESTER EXAMINATION APRIL 2017

SMI 2411 ADVERTISING AND PROMOTION MANAGEMENT
(Supplementary – 2012 Scheme)

Time: 3 Hours

Maximum Marks: 50

PART A

(Answer *ALL* questions)

(5 × 2 = 10)

1. Give major reasons why firms advertise.
2. What is television advertising?
3. Explain AIDAS.
4. Explain copy writing.
5. What is consumer promotion?

PART B

(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. What are the 5 M's of advertising?
7. How do you choose an advertising message?
8. What qualities should a good advertisement copy possess?
9. What are types of sales promotion?
10. Explain the social, ethical and legal issues in advertising.
11. Explain manufacturer promotion planning process.
12. How do you design an effective promotion campaign?

PART C

(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. How can an advertising manager evaluate the effectiveness of a firm's advertising?
14. Describe the role the media plays in advertising. What factors should be taken into account while planning media for an advertising campaign?
15. How do firms decide about advertising budget? What method would you recommend and why?
