

MBA(C).IV/05.15.0509

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M.B.A.(FT)/M.B.A.(IB) DEGREE IV SEMESTER EXAMINATION MAY 2015

SMS 2407/SMI 2411 - ADVERTISING AND PROMOTION MANAGEMENT

(Regular and Supplementary)

Time: 3 Hours

Maximum Marks: 50

PART A

(Answer *ALL* questions)

(5 × 2 = 10)

1. Define puffery in advertising.
2. What do you mean by pattern advertising?
3. Explain the term Public in public relation. What are the different types of publics?
4. Distinguish between Sweepstakes and contests.
5. What do you mean by IMC in promotion management?

PART B

(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. Define an advertisement copy. What are the different parts of a print advertisement copy?
7. Define co-operative advertising. What are the different types of Co-operative advertisements?
8. Explain the term creativity in advertising. Give some tips of creativity.
9. Explain the important steps in forming consumer sales promotion strategy.
10. Discuss the role and functions of an accounts executive in an advertising firm.
11. What do you mean by advertisement effectiveness? What are the methods used in measuring advertising effectiveness.
12. Define media planning. Discuss the important methods of media planning.

PART C

(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Design a print advertisement copy for an ethnic premium class restaurant chain in India for its new unit started at Cochin. They wanted to focus on quality and ethnic taste.
14. Explain the importance and scope of advertising research in advertising management.
15. What do you mean by product positioning? What is the role of advertising in product positioning?