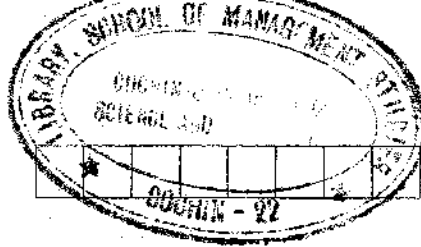


MBA.IV/05.16.0365

Reg. No.



MBA (FT) / MBA (IB) DEGREE IV SEMESTER EXAMINATION MAY 2016

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. What is marketing promotion?
2. Define advertising campaign.
3. Explain AIDA.
4. What do you mean by "Fear appeal"?
5. Explain "Event sponsoring".

PART B

(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. Explain the meaning of advertising research.
7. What do you understand by "Buyer readiness stage"?
8. Explain the meaning of advertising copy.
9. What are the major components of public relation?
10. Explain the possible strategies used by salesman in dealing with consumers.
11. Explain communication mix.
12. What do you mean by "Market Niche"?

PART C

(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. "Money spend on advertising is a waste". Do you agree? Explain the advantages and disadvantages of advertising.
14. Discuss the role of advertising agencies in India.
15. What are the factors to be considered while formulating a consumer promotion scheme?
