

Code: 9E00307b

MBA III Semester Supplementary Examinations, July 2013

ADVERTISING & SALES PROMOTION MANAGEMENT

Time: 3 hours

Max Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Explain advertising and its role in Indian economy.
- 2 Illustrate the objectives and functions of advertising manager briefly.
- 3 Briefly explain the types of advertising budgets.
- 4 What are the different types of ad media? Explain their importance.
- 5 Define ad copy. Explain types of ad copy.
- 6 Explain in detail the post testing methods of ad effectiveness.
- 7 What is sales promotion? Explain the role and types of sales promotion activities.
- 8 Explain the objectives and scope of publicity and corporate advertising.
