

Code: 14E00317

MBA III Semester Supplementary Examinations July 2016
ADVERTISING & SALES PROMOTION MANAGEMENT
(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

Answer the following: (05 X 10 = 50 Marks)

- 1 Compare and contrast industrial advertisement with institutional advertisement.
OR
- 2 Explain the changing roles and responsibilities of advertisement in marketing mix.
- 3 List and explain the key elements of visual layout of an advertisement.
OR
- 4 Write a short note on the effective use of words in advertisement with examples.
- 5 Explain the process involved in the preparation of advertisement budget.
OR
- 6 (a) What do you mean by pretesting and post testing methods of measuring ad-effectiveness?
(b) Why does advertising manager evaluate the effectiveness of advertising?
- 7 What are the needs and objectives of sales promotion? Explain.
OR
- 8 Explain the steps involved in the preparation of sales promotion budget.
- 9 List and explain the various methods of publicity. Write their merits and demerits.
OR
- 10 Explain the sales and functions of public relations officer.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 **Case study:**

ABC company has a proposal to launch a new product in a new geographical location, competition for this new product in the new location is very intensive. Company wants to evolve on effective publicity strategy to promote the new product in the new location. As a person entrusted with the responsibility of evolving the publicity strategy for the given scenario, how will you react to this new challenge? Presume that the new product company proposes to launch is mobile phone and the location is Ananthapuramu.
