

Total No. of Pages: 1

7005

Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, December 2014

(MANAGEMENT PRACTICES)

(SECOND YEAR)

253. MARKETING PROMOTION AND ADVERTISING

Time: Three hours

Maximum: 75 marks

SECTION - A

(5×3=15)

Answer any FIVE questions

1. What is meant by Advertising Management?
2. What is External Advertising Agency?
3. What is Advertising Research?
4. What is meant by Retail Advertising Budget?
5. Define Business Buying Center.
6. What is Buyer Behaviour?
7. What is meant by Business to Business Segmentation?
8. Define Trade Promotion.

SECTION - B

(3×10=30)

Answer any THREE questions

9. Explain the organisation structure of a typical Advertising Agency.
10. Discuss about the various steps in Advertising Planning.
11. What are the steps involved in Advertising Budget Making Process?
12. Critically examine promotion opportunity analysis and communication market analysis.
13. State and explain the objectives of trade promotion.

SECTION-C

(1×15=15)

Answer any ONE question

14. What are the factors considered in choosing an Advertising agency?
15. Explain the approaches to Advertising Budgeting.
16. Describe the various techniques adopted for Trade Promotion.

SECTION-D

(1×15=15)

(Compulsory)

17. "Advertising is nothing but salesmanship in print". Discuss the statement and explain the economics and benefits of advertisement.
