

G 4519

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2007.

Elective

BA 1723 — ADVERTISING AND SALES PROMOTION

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is an 'advertising campaign'?
2. What is the objective of advertising in the 'introductory stage'?
3. What is a 'media vehicle'?
4. What is 'target ratings points'?
5. What is meant by 'unique buying proposition'?
6. What is copy testing in advertising?
7. What is the key in 'Push and Pull' strategy?
8. Define 'Dissonance theory'
9. Which is the best option in sales promotion?
10. What is meant by 'in-pack' premium?

PART B — (5 × 16 = 80 marks)

11. (a) Enumerate the role of client and advertiser in organizing advertising.

Or

- (b) Compare and contrast contemporary advertising and modern advertising.

12. (a) Draw a framework of media plan and strategy development activities.

Or

(b) Describe the methods of measuring media reach and frequency.

13. (a) What are the elements and principles of creative message development?

Or

(b) Examine the various advertising appeals and execution styles.

14. (a) Critically evaluate the various promotional types and their objectives.

Or

(b) How does sales promotional efforts direct consumers and traders? Discuss trader promotions in detail.

15. (a) Distinguish the composition of national and international sales promotion Campaigns.

Or

(b) Discuss the advantages and disadvantages of exchange offers and interest free installments.
