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**K 4519**

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 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. Differentiate advertising and publicity.
2. Give any one hierarchy of a effective model of advertising.
3. Define media and audience.
4. Explain cost per rating point.
5. Define copy and layout.
6. Give the copy structure.
7. Define promotion and sales promotion.
8. Give the nature of sales promotion.
9. What is online sales promotion?
10. Why sales promotion is out sourced?

PART B — (5 × 16 = 80 marks)

11. (a) Give the social, economic and legal implications of advertising.

Or

- (b) Explain the execution of advertisement campaign.

12. (a) Explain different media available for advertising giving their suitability.

Or

- (b) Give a media plan for advertising to sell multi storied flats.

13. (a) Explain production of print advertisements and commercials.

Or

- (b) Explain :

(i) Different creative strategies for advertisement production. (8)

(ii) Measuring effectiveness of advertisements. (8)

14. (a) Explain the need for sales promotion activities.

Or

- (b) Explain the different sales promotion activities.

15. (a) Explain the sales promotion planning process.

Or

- (b) Describe sales promotion plan for a textile retail outlet.