

**Z 4519**

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2006.

Third Semester

BA 1723 — ADVERTISING AND SALES PROMOTION

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define cooperative advertising.
2. Explain media rates.
3. Define aerial advertising.
4. Mention any four features of direct response advertising.
5. Explain advertorial.
6. What do you mean by pop up advertisement?
7. Explain story board.
8. Explain integrated promotion.
9. Give four examples of online sales promotion.
10. Classify sales persons.

PART B — (5 × 16 = 80 marks)

11. (a) If you are to select an advertising agency to develop and implement a campaign for new brand of car, what are the agency attributes you will consider significant? Discuss.

Or

- (b) Discuss the functions of an advertising agency. Relate your answer to any one agency operating in India.

12. (a) Explain DAGMAR approach. Discuss the challenges associated.

Or

(b) Discuss the relationship between recall and persuasion. Relate your answer to any one recent press advertisement.

13. (a) Pick out a print advertisement that you have recently come across and explain how it is informative, suggestive and activate purchase decisions.

Or

(b) Using examples of comparative and non-comparative advertisements for same product category explain the salient features of both types of advertisement.

14. (a) Discuss the emerging trends of sales promotion in a B2B environment.

Or

(b) Discuss the methods available to measure the effective performance of sales persons in retail shopping situations.

15. (a) Write notes on : (4 × 4)

(i) Outsourcing sales promotion

(ii) Celebrity advertisements

(iii) Buzz marketing

(iv) ABC.

Or

(b) Write notes on : (4 × 4)

(i) Credible message

(ii) Mobile marketing

(iii) Emotional appeal

(iv) Negative publicity.