

**1475/AMO**

**MAY 2008**

**ADVERTISING CAMPAIGNS**

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Time : Three hours                      Maximum : 75 marks

PART A — (5 × 3 = 15 marks)

Answer any FIVE of the following in about a paragraph.

1. Write about 'Sales objectives'.
2. Define 'Advertisement'.
3. Explain 'Developing Brand Preference'.
4. What do you mean by 'Advertising Objectives'?
5. Write short notes on 'Budget for sales promotion'.
6. Write about marketing techniques.
7. What do you know about 'Budget for direct marketing'?
8. Explain pre testing.

**PART B — (5 × 6 = 30 marks)**

Answer any FIVE of the following in about a page.

9. Explain about campaign objectives.
10. Write about campaign planning.
11. Write about the sales promotion recommendations.
12. What are the sales methods?
13. Explain multi media campaigns.
14. What is known as appropriation method?
15. What do you know about executive summary?
16. Write about post testing.

**PART C — (2 × 15 = 30 marks)**

Answer ALL questions.

17. (a) What is known as budget? How budget can help for direct marketing and sales promotion?

Or

- (b) Explain in detail about recommendations.

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18. (a) Describe the methods that determines the budget appropriation.

Or

- (b) What is meant by campaign evaluation? Explain in detail.

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