

**7408/AMO**

**OCTOBER 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. What do you understand by competitor evaluation?
2. Write about the sales objectives.
3. Explain primary method.
4. What are the difference between visual similarity and verbal similarity?
5. What is bulletin Board System?
6. How will you make budget for sales promotion?
7. Explain mail order method.
8. Write short notes on indoor advertisements.

**PART B — (5 × 6 = 30 marks)**

Answer any FIVE of the following in a page.

9. How will you use secondary research?
10. Write about the other objectives in marketing techniques.
11. What is the Relation between ad and marketing techniques?
12. Explain multimedia campaigns.
13. How budgetting is done for Direct Marketing?
14. What do you mean by Broke method?
15. Explain marginal Economic Budgeting.
16. Write about the Research on Post test.

**PART C — (2 × 15 = 30 marks)**

Answer the following in about 3 pages.

17. (a) Describe some marketing methods for a successful ad compaigns?

Or

- (b) Explain different types of research methods and their functions.

18. (a) Write about the future of compaigns in the light of information Super High Ways.

Or

- (b) Give details about the Advertising Recommendations.