

**MBA-355****MSP-41**

**M.B.A. DEGREE EXAMINATION –  
JUNE 2009.**

(AY 2005–06 batch onwards)

Second Year

Marketing Management

**ADVERTISING AND SALES PROMOTION**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. Write short notes on Internet Advertising.
2. What are the advantages of Advertising?
3. Explain the long-run impact of advertising on sale of a firm.
4. What are the advertising goals?
5. Explain Advertising Budget.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the Economic and Social implications of advertising.
7. 'Advertising is salesmanship in print'. Elucidate the statement.
8. What are the different types of advertising agencies?
9. Explain the pre-testing methods of testing advertising effectiveness.
10. What are the features of an effective advertisement copy?
11. Write short notes on :
  - (a) Non-financial incentives
  - (b) Salary, commission and bonus plan.
12. Explain the various techniques involved in sales promotion.