

**MBA-605****MSP-41**

**M.B.A. DEGREE EXAMINATION –  
JUNE 2008.**

(AY 2005–2006 onwards)

**ADVERTISING AND SALES PROMOTION**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks questions should  
not exceed 2 pages.

Answer for 10/15 marks questions should  
not exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. How is advertising different from publicity and propaganda?
2. What do you mean by comparative advertising?
3. What are the functions of full service agency?
4. What are the different types of media available?
5. What are the objectives of sales promotion?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Examine the role of personal selling as a tool of direct marketing.
7. What are the different steps in you would follow for selling of FMCG goods? Explain.
8. What are the verbal and visual elements of advertising? Are they both important? Give reasons.
9. What are the various types of advertising? What is the difference between local and retail advertising?
10. Explain the advertising budget making process.
11. What is meant by media planning? What is involved in media planning?
12. Discuss the merits and demerits of print advertising.