

MBA 805**MSP-41**

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

(AY 2005-06 batch onwards)

ADVERTISING AND SALES PROMOTION

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not
exceed 2 pages.

Answer for 15 marks questions should not
exceed 5 pages.

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

1. What are the elements promotion mix?
2. Advertising increases the cost? Give arguments in favor of advertising.
3. What are the benefits of having an in-house agency?

4. What are the objectives of a trade promotion?
5. What are the points to be kept in mind for handling objections in Advertising?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. What are the various methods of post-copy testing and discuss the strength and weakness of each?
7. Briefly describe the personal selling process. How would the sales presentations differ in the following cases? (a) Selling a life insurance policy (b) Selling office computers.
8. Discuss the conventional structure of the advertisement used in print media.
9. How does the family influence the consumer socialisation of children? What role does television advertising play in consumer socialisation?
10. What is out-door media? List out the advantages and disadvantages of outdoor media.

11. “Advertising is a paid form of non-personal presentation.” In the light of above statement discuss the various aspects of advertising.

12. In what type of market situations comparison advertising is useful? Discuss with examples.
