

MBA-185

MSP-41

**M.B.A. DEGREE EXAMINATION —
JUNE, 2010.**

Second Year

ADVERTISING AND SALES PROMOTION

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. What are the benefits of advertising?
2. What are the various types of ad agencies?
3. Briefly write about the television media.
4. What are the design principles to be followed during an advertisement development?
5. What are the sources of recruitment and selection of salesmen?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Briefly explain the various types of advertising.
 7. What is meant by reach, frequency and cost of advertising?
 8. Explain “Media Planning” and “Media Scheduling”.
 9. Briefly write about “Appeals” in advertisement messages.
 10. Explain the essentials of a good advertising copy.
 11. Explain the parts of an advertisement.
 12. What are the various types of sales promotion techniques?
-