

**Subject : Elective - III b) Advertising & Sales Promotion (Marketing)**

Day : Friday  
Date : 10/06/2016



Time : 02.00 PM TO 05.00 PM  
Max Marks : 80 Total Pages : 1

**N.B:**

- 1) Attempt any **FIVE** questions from Section-I & any **TWO** from Section- II.
- 2) Answers to both the Section should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

**SECTION-I**

- Q.1** State and explain scope and objectives of Advertising in changing business Scenario. (10)
- Q.2** Explain merits and demerits of each of the following advertising media vehicle. (10)
- a) Television
  - b) News Paper
  - c) Internet
- Q.3** What is Ad- agency? State its functions. What are the services today's ad- agencies are providing to their clients? (10)
- Q.4** What is advertising environment? State its impact on social economy, considering social, cultural and legal issues. (10)
- Q.5** Discuss merits and demerits of electronic and outdoor media. (10)
- Q.6** Define Advertising Research. Explain different techniques used in Advertising Research. (10)
- Q.7** Write Short Notes On: (Any TWO) (10)
- a) Out- Door Advertising
  - b) Objections to Advertisement
  - c) Public Relations

**SECTION-II**

- Q.8** Develop an Ad copy for poster publicity of - (15)
- a) LIC
  - b) Holiday Tours
  - c) Supper Bazaar
- Q.9** Develop promotion mix strategy for following products. (15)
- a) Dish Television (DTH)
  - b) Internet Services for Smart Phones
  - c) Readymade Garments
- Q.10** What selection Criteria would you use for selecting adverting agency for a company marketing premium cosmetic products on all India Basis? Justify your answer. (15)

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