

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

Day : Thursday
Date : 15/12/2016



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

N.B.:

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

SECTION-I

- Q.1** Define Advertising. State its nature, scope and objectives in the business. (10)
- Q.2** Explain the impact of Advertising on society, economy and also discuss social ethical and cultural issues. (10)
- Q.3** What is an Ad- agency? State and explain its functions. What are the services today's Ad. Agencies are providing? (10)
- Q.4** What is Sales Promotion? State and explain promotion planning mechanism. (10)
- Q.5** Define Media Mix. State merits and demerits of print media. (10)
- Q.6** Distinguish between indoor and outdoor advertising. (10)
- Q.7** Write short notes on any **TWO**: (10)
- a) Publicity
 - b) Campaigning
 - c) E- Advertising

SECTION-II

- Q.8** Develop and advertising plan for entertainment sector, choose the entertainment product of your choice. (15)
- Q.9** Develop promotion Mix for the following products: (15)
- i) SUV- cars
 - ii) Android Smart phone
- Q.10** Outline organization structure of Ad- Agency. Explain services selection criteria, for the company producing Cosmetics. (15)

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