

NOVEMBER 2019

72223/MAM5A

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

Write short notes on the following:

1. Target Group
2. Internet and Web Advertising
3. Media Research
4. Media Selection
5. Direct Advertising
6. Interior display
7. Advertising copy
8. Trademark
9. Pull strategy
10. Contests
11. Sales contests
12. Free merchandise.

III BBA - Advertising Management & Sales Promotion

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. What are the characteristics features of advertising?
14. Explain the scope of advertising in the present day context.
15. What are the high 'reach' and 'Frequency' levels for a given message?
16. List the important factors that determine frequency levels for an advertising campaign.
17. What do you mean by in-house agency? What are the functions of an in-house agency?
18. State and explain the process involved in the implementation of a sales promotion programme.
19. What are the criteria to be applied for selecting an agency in conducting a sales promotion campaign?
22. Explain the need for briefing an advertising agency. What are the reasons for losing clients by an advertising agency?
23. "Sales promotion is the only promotional tool that can make use of "pull" and "push" strategy simultaneously". Discuss with examples.
24. What are the advantages of sales promotion to manufactures? What are limitations of sales promotion?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. "Advertising alone almost never sells a product or service." Discuss this statement with examples.
21. Discuss the advantages and disadvantages of Internet as an advertising medium.