

OCTOBER 2011

P/ID 6019/MEB

Time : Three hours

Maximum : 80 marks

PART A — (8 × 5 = 40 marks)

Answer any EIGHT questions.

All questions carry equal marks.

1. What are the categories of Media?
2. Define Sales Promotion.
3. List down the objectives of Advertising.
4. Discuss the role of advertisement in promoting the sales promotion schemes.
5. What are the disadvantages of Radio advertisement?
6. Explain media selection.
7. Explain different types of Internet Advertising and their relevance in reaching online Customers.
8. What are the challenges involved in creativity of Advertising?

9. Explain the importance of Sales Promotion programs in Indian marketing environment.
10. How an Advertising copy should be?
11. Discuss the steps involved in the design of a Sales Promotion program.
12. Explain merchandise allowance.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

13. How will you measure the impact of advertisements?
14. What are the services rendered by Agencies?
15. Explain the relativity of Sales promotion and Advertising.
16. Estimate the role of electronic media in India's advertising area.
17. How are price perception built? How can marketers use various consumer behaviour theories to reduce negative price perception?

18. What are the significant trends in the evolution of sales promotion in Indian markets? How companies are using sales promotion programs for building the brand?
