

Seat No. : \_\_\_\_\_

**NG-107**  
**December-2015**  
**5<sup>th</sup> Year M.B.A. Integrated**  
**Advertising and Sales Promotion**

**Time : 3 Hours]**

**[Max. Marks : 100**

1. (a) Explain in detail the function of an Advertising Agency. **10**
- (b) Write short notes : Attempt any **two** : **10**
- (i) Role of Advertising.
- (ii) Ethical issues in Advertising.
- (iii) Advertising and Psychology.
- (iv) Factors consideration in agency selection.
2. Attempt any **two** : **20**
- (a) Explain in detail explicit role and indirect role of advertising.
- (b) How does advertising influence consumer choice ? Explain with examples.
- (c) What do you understand by post-testing methods for testing advertising effectiveness ?
3. (a) What is sales promotion ? How does it differ from advertising ? Briefly explain important objectives of sales promotion. **10**
- (b) Explain two pull promotions for a brand of toilet soap. What are the advantages and disadvantages of these techniques ? **10**

**OR**

- (a) What would you recommend – “Pull” or “Push” promotion to increase distribution of your brand? Explain in detail.
- (b) What do you understand by trade sales promotion and explain in detail the tools used in trade sales promotion.

4. Attempt any **two** : **20**
- (a) Discuss the framework for advertising planning and decision making that a product manager of a deodorant brand may use.
  - (b) If immediate sales cannot be used as an operational objective of advertising, in most situations how does a firm decide its operational objective ?
  - (c) Briefly discuss the methods of advertising budget decision rules. According to you which is a better method to arrive at a budget for a cosmetic brand and why? Make your assumptions.
5. Attempt any **two** : **20**
- (a) Discuss the elements of a copy. How will you test the effectiveness of a copy ?
  - (b) Compare the Quantitative media vehicle data and Qualitative media source vehicle for any three media of your choice. Based on your comparison which media is suitable for what type of product/service ?
  - (c) Briefly discuss the different creative approach that an advertiser could use. Detail out the motivational approach and appeals using relevant illustrations.
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