

MAY 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 is advertising? Explain the characteristics of advertising.
2. Explain the importance of sales promotion programs in Indian marketing environment.
3. What are the roles and responsibilities of Advertising Manager?
4. Explain the following :
 - (a) Sales contests
 - (b) Specialty advertising.
5. How an Advertising copy should be?
6. List out three disadvantages of outdoor Advertising.
7. What are the types of Print Media?
8. What do you mean by POP?

9. Differentiate between advertising agency and advertising department.
10. How are conditioning theories useful in defining consumer behaviour towards sales promotion?
11. What is creativity?
12. Give two examples for Political Advertising.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

13. Discuss the criticism against Advertising.
14. For the following products suggest suitable media mix.
 - (a) Toothpaste for children
 - (b) Sports shoes
 - (c) Slim Lap-top.
15. Explain the concept of Media scheduling.
16. Explain different types of sales promotion directed at channel members.

17. Write short notes on :
- (a) Cyber media
 - (b) Television Advertisements.
18. Explain the process of Advertising budget. What are the difficulties in estimating Advertising budget?
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