

MAY 2012

**P/ID 77518/  
PMEB/PMBM2**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Define psychology in advertising.
2. What is sales promotion?
3. What are ethical control of advertisement?
4. What is message strategy?
5. List the objectives of advertising.
6. What is brand sustainability?
7. List the qualities of goods sales man.
8. Explain various types of adverting agency.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. What is product positioning? How is it useful in advertising?
10. Explain the process of advertising budget.
11. Is advertising a communication tool? What is its role in marketing communication?
12. What are the factors influencing the selection of media? Explain with examples.
13. Mention different types of advertising copy.
14. What is being tested in advertising research? What is the logic behind advertising research?
15. Define and differentiate consumer sales promotion and dealer promotion.
16. How an advertising campaign is planned? What are the three phases of campaign creation?

PART C — (1 × 20 = 20 marks)

Compulsory

17. Vijaya established a Woman Self Help Group (SHG) and started the productions of Home made food items with the MFI (Micro Finance Institution) assistance.
- (a) What are the promotional strategies to be adopted by the SHG?
  - (b) Give the suggestions to compute with the National branded companies on Food items.
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