

MAY 2013

P/ID 37518/PBEB

Time : Three hours

Maximum : 80 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss the nature of Advertising.
2. Explain briefly segmentation bases for institution markets.
3. What is market targeting?
4. Is there a requirement for budget in advertising?
5. What is meant by AIDAS?
6. List the various factors influencing the selection of advertising agency.
7. What do you mean by media planning and budget planning?
8. List the various sales promotion activities

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Explain detail media characteristics and its advantages and disadvantages.
10. Explain advertising budget process.
11. Discuss the process of developing Advertising copy.
12. Critically examine the social and legal issues in advertising.
13. Diagrammatically represent the various channels for sales and distribution.
14. Define ethics in Sales promotion.

PART C — (1 × 15 = 15 marks)

Compulsory

15. Suppose that you are the advertising manager of a large department store who had been asked by the president to establish a system to measure the effectiveness of advertising. How would you go about developing such a system? What measures would you use? How would you test the advertisements before they run to determine if they will be effective?