

MAY 2016

**P/ID 77518/
PMEB/PMBM2/
PMSM2/MBNM2**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the economic significance of advertising.
2. Discuss the merits and demerits of print advertisements.
3. What is market segmentation?
4. Discuss the advantages of web advertisements.
5. Explain advertisement campaign process.
6. What are the objectives of sales promotion schemes?
7. List out sales promotion schemes meant for retailers.
8. What is unethical advertisements?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. How do advertisements are classified?
10. What is Copy Writing? What are the guidelines for effective copy writing?
11. What is media planning? How it differs from scheduling?
12. What are the different methods available to firms to fix budget for advertisement?
13. Enumerate the functions of an advertising agency.
14. How will you fix budget for sales promotion schemes meant for customers?
15. What are the techniques available to measure the effectiveness of television advertisements?
16. “Comparing a brand with another brand openly in any media is not acceptable” – Comment on this statement.

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PART C — (20 marks)

Compulsory.

17. A sports goods manufacturing company plans to launch an innovative sports shoe (price at Rs. 4999). Suggest suitable sales promotion schemes aimed at consumer and seller. Justify your decision.
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