

S.D.E.

B.B.A. (2006 Course) Sem-VI : WINTER - 2018
SUBJECT: ELECTIVE – III: b) ADVERTISING & SALES PROMOTION
(MARKETING)

Day : Monday
Date : 03/12/2018

Time : 10.00 AM TO 1.00 PM
Max. Marks : 80

W-2018-4486

N.B.:

- 1) Attempt any **FOUR** questions from Section –I Each question carries **12** marks
- 2) Attempt any **TWO** questions from Section –II Each question carries **16**marks
- 3) Answer to each section should be written in **SEPARATE** answer books

SECTION – I

- Q.1** Discuss the role and service offered by an advertisement agency
- Q.2** Discuss the merits and demerits of use of print media for advertising
- Q.3** Social, cultural and legal issues influence an advertisement. Discuss
- Q.4** Discuss the importance of public relations in advertising/promotion mix.
- Q.5** Write short notes on: (**Any TWO**)
- a) Demerits of Outdoor Media
 - b) Advertising in tourism industry
 - c) Use of advertising research

SECTION II

- Q.6** As an expert of advertising field, discuss various techniques used to study the effectiveness of an advertisement
- Q.7** Design a sales promotion campaign to dispose off extra stock of woolen clothing as summer is fast approaching
- Q.8** As an expert of service industry you are expected to give advise to your client who has a chain of star hotels on the following issues:
- a) Merits of use of electronic media for promotion
 - b) Design of a sales promotion campaign for the hotel chain.

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