

S.D.E.

B.B.A. (2006 COURSE) SEM-VI : WINTER - 2017

**SUBJECT: ELETIVE-III: b) ADVERTISING AND SALES PROMOTION
(MARKETING)**

Day: **Saturday**
Date: **16/12/2017**

Time: **02.00 PM TO 05.00 PM**
Max. Marks: 80

W-2017-4138

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 both the **SECTION** should be written in **SEPARATE** answer books.

SECTION-I

- Q.1** Define advertising and sales promotion. Differentiate between advertising and sales promotion.
- Q.2** What is the scope of Advertising? Discuss its objectives and functions.
- Q.3** Define advertising agencies. Discuss the role of advertising agency in the industrial context.
- Q.4** State and explain different techniques to study advertising effectiveness
- Q.5** Write short notes on any **TWO** of the following:
- a) Out-door media
 - b) Objections to advertising
 - c) Advertising of services

SECTION-II

- Q.6** Which of the various promotional methods would you emphasise if you were developing the promotion mix of the following product?
- a) Washing Machine
 - b) Dish TV
 - c) Chocolate Candy
- Q.7** Suggest and justify your choice of media mix for the pre-launch advertising campaign for:-
- a) Local language News paper
 - b) Up market township with all modern amenities.
- Q.8** Recommend Brand Ambassador, Punch-line and promotional message – appeal for:
- a) State Road Transport corporation
 - b) Luxury cars

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