

CDOE
BACHELOR OF BUSINESS ADMINISTRATION (2006 COURSE)
B.B.A. Sem-VI : WINTER :- 2021
SUBJECT: ADVERTISING & SALES PROMOTION (MKT)

Day : Friday
Date 4/3/2022

W-5412-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 80

N.B.

- 1) Attempt any **FIVE** questions from Section –I & any **TWO** from Section – II.
 - 2) Answers to both the Sections should be written in the **SAME** answer book.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION – I

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|------------|---|-----------|
| Q.1 | Describe the effect of advertising in today's scenario. | 10 |
| Q.2 | What are the factors that contribute to the growth in sales due to sales promotion directed to customers? | 10 |
| Q.3 | Explain the role of internet advertising, with reference to tourism industry. | 10 |
| Q.4 | Elucidate the different ways of positioning the brand and specify the role played by celebrities in endorsing them. | 10 |
| Q.5 | Discuss the sources of compensation for advertising agencies. | 10 |
| Q.6 | Highlight some reasons for increasing popularity of outdoor advertising. | 10 |
| Q.7 | Write Short Notes on (Any TWO) | 10 |
| | a) Trade promotion | |
| | b) Advertising Research | |
| | c) Advertising of services | |

SECTION – II

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|-------------|--|-----------|
| Q.8 | Develop an advertising plan for a multi-state scheduled co-operative bank. | 15 |
| Q.9 | Design a Promotion mix for each the following: | 15 |
| | a) Medical tourism | |
| | b) Distance Education Programmes | |
| Q.10 | What are the social and cultural issues faced by the entertainment industry? | 15 |

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