



বিদ্যাসাগর বিশ্ববিদ্যালয়

VIDYASAGAR UNIVERSITY

MBA Examinations 2020

Semester IV

Subject: Advertising & Promotions Management

(Specialization: Marketing)

Paper Code: MBA- 401 for Minor/ MBA- 402 for Major

Full Marks: 80

Time: 3hrs.

Candidates are required to give their answers in their own words as far as practicable.

Answer any one of the following:

1. Discuss the basic role of promotion in marketing.
2. Describe the process of promotion. Why does any company conduct promotion?
3. Analyse the integrated marketing communication tools.
4. Distinguish advertising, publicity, and public relations. Explain your answer by using examples.
5. Discuss the methods of advertising budgeting.
6. How a company can implement promotional programmes?
7. Describe the role of advertising agencies in marketing communication.
8. Discuss any model of advertising.
9. What are the issues that affect buyers' response towards advertising?
10. Discuss the role of sources, message and channels in shaping buyers' response towards advertising.
11. What are the different media being used for promotional activities?
12. Describe the role of marketing research in promotion management.