

2023

MBA

4th Semester Examination

**ADVERTISING AND PROMOTION
MANAGEMENT**

PAPER : MBA-M-401 & 402

Full Marks : 80

Time : 3 hours

The figures in the right-hand margin indicate marks.

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

Illustrate the answers wherever necessary.

Answer from **both** the Groups as directed.

GROUP—A

Answer *any eight* questions from the following :

5×8=40

1. What do you mean by advertisement? Why is advertisement essential in today's business?.

2+3=5

(2)

2. "The landscape of advertising has undergone significant transformations in the era of information technology"— Discuss briefly, how the advertng scenario is changing over the period of time? 5
3. Explain briefly, the use of any five consumer promotion tools in sales promotion. 5
4. Explain the importance of choosing the right target segment for an ad campaign. 5
5. Mention the elements of the promotional mix. What is the role of the advertising manager in designing a successful promotion strategy?
2+3=5
6. Why do companies need advertising agencies? Explain the different functions performed by the advertising agencies to a client. 2+3=5
7. Explain IMC approach. 5
8. State the advantages of using a full service advertising agency. 5

9. From the following information, calculate rating of each program and interpret the same. 5

Name of Program	Network	Persons exposed to media
Tata IPL 2023	Zee Cinema	3245600
Breaking News	Times Today	3087500

Assume that total population is 110000000

10. "Uses of digital advertising in India is truly remarkable" — Do you agree with this statement? If so, why do advertisers opt digital advertising in today's scenario? 5
11. What is product place advertising? Discuss with suitable examples. 5
12. What factors do you consider to design an effective advertisement? 5

GROUP—B

Answer *any four* questions from the following :

10×4=40

13. What do you mean by print media advertisement? Mention its types, advantages and disadvantages. 3+3+2+2=10

(4)

14. What do you mean by advertising effectiveness? Explain the pre-testing methods available to check advertisement effectiveness. 4+6=10
15. Determine the CPM for each medium and interpret the same for the selection of Ad. Campaign. Total population is 892390. 10

Medium	Cost (₹)	Impression
Television	1,50,000	250000
Magazine	75,000	140000
Web page	35,000	80000

16. What is Pay-Per Click Advertising? How does Pay-Per-Click Advertising Work? Discuss with suitable examples. 2+3+5=10
17. What is media scheduling? Discuss briefly various strategies for effective media scheduling. 3+7=10
18. What is Out-of-Home Advertising? Do people notice outdoor advertising anymore? Justify your answer. 3+7=10

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