

MBA 3618

M.B.A. DEGREE EXAMINATION, JUNE 2007.

Fourth Semester

Marketing

Paper XVIII — ADVERTISING AND SALES PROMOTION

Time : Three hours

Maximum: 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE of the following.

1. Classify advertising in the Indian Context.
2. What is a product brief?
3. Write a note on Thumbnail.
4. What are the styles of copy presenting?
5. What is click-stream analysis?
6. What is imc? Explain.
7. What is surrogate advertising?
8. What do you mean by brand equity?

PART B — (5 × 10 = 50 marks)

Answer any FIVE of the following.

9. Explain advertising planning with suitable example.
10. Trace the interface between Advertise Agency and Media.
11. Explain the stages of producing a commercial for advertising.
12. Explain Internet as an advertising medium.
13. Enumerate any two softwares used for media planning and explain the same.
14. Explain how effectiveness of advertising can be measured in terms of sales.
15. "Sales promotions often do not provide the expected results"-Discuss.
16. Explain the various measures of managing brand equity with example.

PART C — (1 × 20 = 20 marks)

17. Case study (Compulsory)

Simson is the leading manufacturer of bicycles. The company uses television as its main advertising

media. The advertisement focuses on the quality of the product. Now, the company is planning to introduce immobile exercise bicycle, for fitness conscious people of the higher middle income category, for domestic exercise training. The company wants to adopt the same theme and media for advertising this new product.

Do you agree with the company's approach to advertising for this new product? Can you offer a better alternative?
