

Total No. of Questions : 4]

SEAT No. :

P1868

[Total No. of Pages : 2

[6033]-405

S.Y.B.B.A.

**405A-MM : ADVERTISING AND PROMOTION
MANAGEMENT**

(2019 CBCS Pattern) (Semester -IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions. [5]

- a) Which among the following is not the positive social effect of advertising?
 - i) Rights of Consumers
 - ii) Health and Hygiene Awareness
 - iii) Stereotypes
 - iv) Informed Society
- b) Which is not the type of advertising agency?
 - i) Full - Service Agencies
 - ii) Healthcare Communications Agencies
 - iii) Medical education Agencies
 - iv) Global Cloth Agency
- c) According to _____ "Media - planning is the series of decisions involved in delivering the promotional message in the most effective manner to the largest number of potential customers at lowest cost."
 - i) Sandage and Fryburger
 - ii) George E. Belch
 - iii) Peter Drucke
 - iv) Greenberg Baron
- d) Which one is the type of print media?
 - i) Television
 - ii) Radio
 - iii) Sales Letters
 - iv) Newspaper
- e) Promotion is an _____ part of the marketing mix.
 - i) Integral
 - ii) Outer
 - iii) Imaginary
 - iv) Artificial

P.T.O.

- B) Match the Pair. [5]
- | | |
|-----------------------|---------------------------------|
| a) Rational appeal | i) Incremental concept approach |
| b) Promotional budget | ii) Message content |
| c) Online advertising | iii) Exploitation of goodwill |
| d) Media platform | iv) Format |
| e) Advertising Ethics | v) LinkedIn |

Q2) Long Answer (Solve any One) [10]

- a) What is advertising agency? Explain the types of advertising agency & structure of advertising agency.
- OR
- b) State the format of layout. Also discuss the components of advertising layout.

Q3) Long Answer (Solve any One)

- a) Discuss strategic sales promotion. Also explain the evaluation of sales promotion strategy [10]
- OR
- b) State the pre requisites of Online advertising. Also discuss the types of Online advertising.

Q4) Short Note (any Four) [20]

- a) Strategic advertising decision.
- b) Functions of advertising agency
- c) Cross promotion
- d) Push and pull Strategy
- e) Copy creation
- f) Social media advertising

