

Total No. of Questions : 4]

SEAT No. :

P5965

[Total No. of Pages : 2

[6143]-405

S.Y.B.B.A.

**ADVERTISING AND PROMOTION MANAGEMENT  
(CBCS - 2019 Pattern) (Semester - IV) (405 A-MM)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figure to the right indicates full marks.

Q1) A) Multiple choice questions. [5]

- a) \_\_\_\_\_ is a type of marketing that seeks to promote websites by increasing its visibility in SERPs (search engine result pages).
  - i) affiliate marketing
  - ii) blog advertising
  - iii) mobile video advertising
  - iv) search engine marketing
- b) \_\_\_\_\_ is the sales argument for a product or service expressed in a few words.
  - i) Logo
  - ii) Illustration
  - iii) Slogan
  - iv) Trademark
- c) The first step in the advertising budget making process is the \_\_\_\_\_.
  - i) Budget implementation
  - ii) Budget preparation
  - iii) Budget Control
  - iv) Budget presentation
- d) Which of the following online advertisement techniques are most likely to pay you?
  - i) Pay per click advertising
  - ii) Using Transit media advertising
  - iii) Posting press releases advertising
  - iv) Outdoor advertising
- e) Tools of sales promotion include \_\_\_\_\_.
  - i) Coupons, bonus and purchase
  - ii) Coupons, purchase and pricing
  - iii) Coupons, premiums and samples
  - iv) All of the above

E.T.O.

B) Match the pairs :

[5]

Group A

Group B

- |                          |   |
|--------------------------|---|
| a) Google Ad Words       | i) Indirect Product Promotion                             |
| b) Surrogate promotion   | ii) Written and visual content of the Advertising Message |
| c) Advertising copy      | iii) Sub- title   |
| d) In- house advertising | iv) Internet Advertising                                  |
| e) Caption               | v) Owned by the advertiser                                |

**Q2) Long Answer Question (Solve any 1 out of 2) :**

[10]

- Explain the objectives of Sales Promotion.
- Different types of Internet advertising

**Q3) Long Answer Question (Solve any 1 out of 2) :**

[10]

- Which factors should be considered while advertising framework planning and organization?
- Discuss the various factors affecting selection of advertising media.

**Q4) Write Short answer (Attempt any 4 out of 6) :**

[20]

- Surrogate promotion
- Cross Promotion
- Purpose of internet advertising
- Endorsement copy
- AIDA Formula
- Ethical and Social Issues in Advertising

