

Total No. of Questions : 4]

SEAT No. :

PC1116

[Total No. of Pages : 2

[6316]-205

S.Y.B.B.A.

405 A : ADVERTISING AND PROMOTION MANAGEMENT

(2019 Pattern) (Semester - IV)

Time : 2 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 pairs. [5]
- |                                 |  |
|---------------------------------|--|
| a) Attention value              | i) Stimulates “selective” demand                           |
| b) Competitive advertising      | ii) Provides more interactivity with customers             |
| c) Principle of web advertising | iii) Type of scheduling                                    |
| d) Internet advertising         | iv) Characteristics of good copy                           |
| e) Steady pulse                 | v) Keep ads for outside companies on the periphery of page |

**Q2) a)** Define Advertising. Explain the classification of Advertising in detail. [10]

OR

b) State and explain the prerequisites of online advertising. [10]

**Q3) 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. [10]

**Q4) Short notes on (Any 4)** [20]

- a) Surrogate Advertising
- b) Advertising Agency
- c) Objectives of Measuring Advertising Effectiveness
- d) Push and Pull Strategy
- e) Copy creation
- f) Social media advertising

