

**A12**

**Sreenidhi Institute of Science & Technology**

(An Autonomous Institution)

**Code No: 3Z437**

**MBA II - YEAR II – Semester May 2015 (Regular)**

**ADVERTISING, SALES PROMOTION AND DISTRIBUTION**

**Time: 3 Hours Max. Marks: 60**

**Note: No additional answer sheets will be provided.**

**Part – A**

**Max. Marks: 10**

**Answer all the QUESTIONS**

1. Define advertisement.
2. What is USP?
3. Who are copywriters?
4. What are sweepstakes?
5. What is corporate advertising?
6. What is bulk-breaking?
7. Why does ad expenditure tend to be the largest among all elements of the promotion mix in respect of FMCGs?
8. What is storyboard?
9. What is channel element?
10. What is co-brand?

**Part – B**

**Max. Marks: 50**

**Answer any Five. All questions carry equal marks.**

1. a. How does industrial advertisement significantly differ from consumer ad? Why?

b. Discuss any three methods of ad budgeting.

1. a. Explain the characteristics of i. print, ii radio and iii. Internet as media for advertising.

b. What is product positioning? What is its importance?

1. a. What are the various considerations to be taken into account for a print layout?

b. What are the differences between recognition and recall tests?

1. a. What are the objectives of trade oriented sales promotion?

b. Bring out clearly the necessity for coordinating sales promotion and advertisement.

1. a. Define PR. What is its role?

b. Briefly point out the advantages and disadvantages of public relations.

6. a. What are the functions performed by wholesaler?

b. Who are the intermediaries in marketing industrial products?

7. a. Evaluate the growing medium of in-flight advertising.

b. What is TRP? What is its relevance in ad planning and budgeting?

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