

S.No. 8969

P 16 MBA 4 EM 4

(For candidates admitted from 2016–2017 onwards)

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

Business Administration — Elective

ADVERTISING AND SALES PROMOTION

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20)

Answer ALL questions

1. What is the Theory of Cognitive Dissonance in advertising?
2. Define Wilbur Schramm's Model of Communication.
3. What is the objective setting in market positioning?
4. State the DAGMAR approach in advertising.
5. What is media planning in advertising?
6. Define budgeting in advertising.
7. What is electronic media buying in advertising?

8. What is an advertising campaign?
9. State the role of creative strategies in sales promotion.
10. Define Sales promotion.

SECTION B — (5 × 5 = 25)

Answer ALL questions, Choosing either (a) or (b)

11. (a) What is the Two-Step Flow of Communication? How does it affect advertising strategies?

Or

- (b) Explain some legal considerations in advertising practices.

12. (a) How can effective market positioning impact a company's competitive advantage?

Or

- (b) Discuss what role consumer behavior plays in selecting a target audience.

13. (a) Explain what are the main factors to consider when budgeting for an advertising campaign.

Or

- (b) What roles and responsibilities are found within an advertising agency's creative department?

14. (a) What are the key stages in planning and executing a successful advertising campaign?

Or

- (b) How does advertising influence consumer's perceptions of a product or brand?

15. (a) What role does creativity play in making sales promotions more memorable and engaging for consumers?

Or

- (b) What are the long-term effects of sales promotion on brand loyalty and consumer behavior?

SECTION C — (3 × 10 = 30)

Answer any THREE questions

16. Explain the Wilbur Schramm's model of communication.
17. Describe the DAGMAR approach in advertising. How does it differ from other advertising models?
18. Describe the process of media planning in advertising.
19. Explore the relationship between consumer behavior research and advertising strategy.
20. Describe the various methods of sales promotion.