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SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)MBA II Year I Semester Regular Examinations Nov/Dec 2019
ADVERTISING AND SALES PROMOTION MANAGEMENT

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer all Five Units 5 x 10 = 50 Marks)

UNIT-I

1 Define Advertising and Sales. Discuss the role of advertising in a developing economy 10M

OR

2 a What are the objectives and functions of advertising? 5M

b Describe the duties and functions of advertising manager. 5M

UNIT-II

3 Explain the importance of visual layout and art work in the preparation of advertisement. 10M

OR

4 Discuss the various types of Ad agencies and the steps for the selection of Ad Agency. 10M

UNIT-III

5 a Explain the importance of Budgeting. 5M

b What are the objectives of Budgeting? 5M

OR

6 a How pre-testing and pro-testing of a copy is done? Explain. 5M

b How do you measure the effectiveness of advertising? 5M

UNIT-IV

7 a What are the promotional strategies designed for middlemen? 5M

b How sales promotion campaigns organized. 5M

OR

8 Describe the differences between salesmen promotional tools and consumer sales promotional tools. 10M

UNIT-V

9 What are the major sales promotional tools of consumer goods? Explain in detail of each promotional tool. 10M

OR

10 Write about the displays, demonstrations, exhibitions and fashion shows. 10M

SECTION – B

(Compulsory Question)

1 x 10 = 10 Marks

Xyz private limited company is a company that produces electronic products and has an established market pressure and high revenue turnover. The company is a vertically integrated company with its own manufacturing units and retail outlets. The management of the company decided to enter into medical equipment manufacturing and sales. Since the healthcare sector is gaining momentum in the recent years and the number of private hospitals for raising day by day. The management decided to supply customized operation theatres product the emerging hospitals. The company decided to organize surgeons' conference as part of its brand development campaign.

Questions:

a) Discuss the communication strategies required for such new product line.

b) Discuss the success rate of conference as a communication mechanism

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