



**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY :: PUTTUR**  
Siddharth Nagar, Narayanavanam Road – 517583

**QUESTION BANK (DESCRIPTIVE)**

**Subject with Code :ASPM(16MB725)Course & Branch: MBA**

**Year &Sem: II-MBA & III-SemRegulation: R16**

**UNIT-I**

1. What are the roles and responsibilities of advertising manager?
2. Discuss the role of advertising in a developing economy?
3. Explain different types of advertisements.
4. It has been said that advertising is an important component of the ‘marketing mix’ – explain the statement.
5. What is Advertisement? Is it important to companies?
6. What are the objectives and functions of advertising?
7. Describe the duties and functions of advertising manager.
8. What are the different types of organization structures suitable for advertising department?
9. Explain changing concept of advertisement.
10. Write about Consumer, Retail, Institutional, Professional and Industrial advertisements.

**UNIT-II**

1. What are the roles and functions of Advertising Agency?
2. What are the characteristics of Client Agency relationship?
3. What are the characteristics of an advertising media?
4. Explain the factors influencing in an advertisement media selection for positioning a new product.
5. Write a detailed note on the effective use of words in advertisement.
6. Discuss the merits and demerits of advertising agency.
7. Explain briefly about print media and broadcast.
8. Explain the importance of visual layout and art work in the preparation of advertisement.
9. Describe the various production copy elements of a print advertisement.
10. Discuss the various types of Ad agencies and the steps for the selection of Ad Agency?

**UNIT-III**

1. Explain some of the common methods of advertisement budgeting, bring out their advantages and limitations.
2. Explain the importance of Budgeting.
3. What are the objectives of Budgeting?
4. What are the post-testing methods of advertising effectiveness? Explain in detail.
5. How do you measure the effectiveness of advertising?
6. What are the experimental designs of advertisement effectiveness? Explain each of them in detail.
7. How pre-testing and pro-testing of a copy is done? Explain.
8. What approaches are used in determining advertising budget? Discuss the advantages and limitations of each method.
9. What are the different ways of formulating advertising budget? Explain each of them briefly.
10. What are the different factors influence to decide the size of Ad budget? Discuss.

**UNIT-IV**

1. What are the promotional strategies designed for middlemen?
2. Explain different types sales promotional tools and techniques.
3. What are the objectives of Sales promotion? What are the various promotional tools designed for salesmen.
4. Briefly explain the importance of sales promotion.
5. What are the promotional tools and techniques suitable for consumable goods?
6. Highlight the major differences between consumer sales promotion and trade sales promotion.
7. Explain the promotion tools of salesmen.
8. How sales promotion campaigns organized.
9. How do you measure the effect of sales promotions?
10. Highlight the differences between salesmen promotional tools and consumer sales promotional tools.

**UNIT-V**

1. Write short notes on:-
  - A) Price packs
  - B) Point of purchase
  - C) Sales contests
  - D) Premium
  - E) Samples
2. What are the major sales promotional tools of consumer goods? Explain in detail of each promotional tool.
3. What are the major sales promotional tools of middlemen? Explain in detail of each promotional tool.
4. What are the major sale promotional tools of sales men? Explain in detail of each promotional tool.
5. Explain about samples and point of purchase.
6. Write about the convention, conferences and trade shows.
7. Explain about the sales contests.
8. Write about the displays, demonstrations, exhibitions and fashion shows.
9. Explain the premium, price packs, rebates and lottery gift offers.
10. Explain the specialties and novelties.