

**NEW**

**2016**

**M B A**

**4th Semester Examination**

**Subject : PROMOTIONS MANAGEMENT**

**(Specialization : Marketing Management)**

**PAPER—M-401**

*Full Marks : 100*

*Time : 3 Hours*

*The figures in the right-hand margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

*Illustrate the answers wherever necessary.*

1. Answer any *eight* questions : 8×5
- (a) Outline the basic purpose of promotion in marketing.
  - (b) State the role of digital media as a promotional tool.

*(Turn Over)*

- (c) Why is internal communication important in an organization ?
- (d) Discuss the impact of sales promotion in brand switching.
- (e) Distinguish between interpersonal and intrapersonal communication in marketing.
- (f) Write a note on in-House agency.
- (g) Why ad agencies lose clients ?
- (h) Differentiate between body copy and display copy.
- (i) Explain the role of support media.
- (j) What is the necessity of Integrated Marketing Communications ?
- (k) Explain briefly the different methods of sales promotions directed towards customers.
- (l) 'Public relations is an effective promotional tool' — Comment.

2. Answer any *four* questions : 4×10

- (a) What do you mean by external communication ?  
Discuss in brief various channels of external communication.

- (b) What do you mean by centralized advertising? State the pros and cons of centralized advertising with an example.
- (c) What do you mean by full-service agency? Discuss the functions of full-service agencies.
- (d) Explain quantitative and qualitative issues that need to consider while deciding about media.
- (e) What do you mean by broadcast media? Discuss the advantages of using Television as an advertising medium.
- (f) What is personal selling? What are the objectives of personal selling and what are the limitations?

**[ Internal Assessment : 20 Marks ]**

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