

NEW

2015

MBA 3rd Semester Examination
MEDIA PROMOTION AND NEW MEDIA
(Specialisation : Media Management)

PAPER—MD-302

Full Marks : 100

Time : 3 Hours

The figures in the 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 : 5×8

(a) Differentiate between Publicity and Advertising.

(Turn Over)

- (b) Write short notes (any two) : $2\frac{1}{2} \times 2$
- (a) Convergence ;
 - (b) E-governance ;
 - (c) Press-kit ;
 - (d) Social media.
- (c) What is creative brief? Describe in details a sample creative brief.
- (d) Write the pros & cons of celebrity endorsement.
- (e) Describe briefly any two sales promotional tools which you find are very important ones. State reasons for your answer.
- (f) Being the brand manager of a company in what ways would you deal with an unfavourable publicity of your brand ?
- (g) Describe in brief the promotion communication process.
- (h) Discuss any four types of advertising copy.

- (i) Write a short note on hypertext fiction.
- (j) Write a short note on multimedia story telling.
- (k) Differentiate between promotion and sales promotion.
- (l) Elucidate the use of website in advertising and promotions.

2. Answer any *four* questions :

10×4

- (a) Define advertisement. Explain various types of advertisements with suitable examples. 3+7
- (b) What is Promotion Mix ? Discuss in details advantages and disadvantages of the promotion mix. 3+7
- (c) What is sales promotion ? Describe in details all the strategies involved in this kind of promotional process ?
- (d) Explain in details a Web layout.
- (e) Elucidate the creative and aesthetic considerations of an advertising campaign.

- (f) What is technological convergence ? Do you think it has affected the usage of media ? Write with reasons in support of your answer. 4+6

[Internal Assessment : 20]
