

2022

M B A

4th Semester Examination

ADVERTISING AND

PROMOTION MANAGEMENT

Specialisation : Marketing Management)

PAPER—M-401/402

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.

Answer all questions.

Answer any eight questions.

8×5

Outline the basic purpose of promotion in marketing with suitable examples.

(Turn Over)

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M B A

4th Semester Examination

BRAND MANAGEMENT

(Specialisation : Marketing Management)

PAPER—M-403

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Answer all questions.

Answer any *eight* questions.

8×5

(a) How is brand different from Product? Discuss briefly.

(Turn Over)

- (j) Discuss briefly about interactive media, with suitable examples.
- (k) Explain briefly the different methods of sales promotion.
- (l) "Public relations is an effective promotional tool" - comment.

Answer any *four* questions. 4×10

- (a) What do you mean by external communication?
Discuss in brief various channels of external communication. 2+8
- (b) What do you mean by outdoor advertising?
Discuss different types of outdoor advertising with suitable examples. 3+7
- (c) What do you mean by full-service agency?
Discuss the functions of full-service agencies. 4+6
- (d) Explain quantitative and qualitative issues that need to consider while deciding about media. 5+5

- (b) State the roles of digital media as a promotional tool in recent time.
- (c) Why is internal communication important in an organization?
- (d) Discuss the impact of sales promotion on product switching.
- (e) What do you mean by centralized advertising? State the pros and cons of centralized advertising with an example.
- (f) What is DAGMAR approach? Explain with suitable examples.
- (g) What is publicity? How is it different from public relations?
- (h) "Though your advertising reaches the target audience, you still may be unsuccessful if they do not have an effective way to communicate" — Justify.
- (i) Explain the role of support media, like radio, television, etc.