

**MBA 4th Semester Examination, 2024**

**MBA**

( *Advertisement and Promotions Management* )

Specialisation : ( *Marketing Management* )

PAPER – MBA-401/402(Old)

*Full Marks* : 100

*Time* : 3 hours

Answer **all** questions

*The figures in the right hand margin indicate marks*

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

A. Answer any *eight* of the following :      5 × 8

1. State the importance of advertisement in marketing.

2. Why integrated marketing communication is needed in promotions management ?

3. What is advertisement budgeting ? Discuss briefly.
4. Write down about the role of publicity in promotions.
5. What do you mean by AIDA approach ? Discuss briefly.
6. Discuss with suitable example the concept of transit advertising.
7. Discuss briefly the different media used for advertisement.
8. What do you understand by advertisement appeal ? Why appeal is necessary in todays business ? 2 + 3
9. What are the key differences between advertisement and sales promotion ?
10. State the importance of sales promotion, with suitable examples.

11. What do you mean by ethics in advertisement ? Discuss.
12. Write a brief note on 'Publicity as tool of promotion'.
- B. Answer any *four* of the following :      10 × 4
13. Explain in your own words about the various kind of advertisement with suitable examples.
14. Discuss the steps to be followed for a successful advertisement campaign.
15. What is the relationship between message design and marketing objectives ? Write a note on pre-testing method.      5 + 5
16. Discuss the objectives of advertisement and also mention its limitations.      5 + 5
17. What are the merits and demerits of online advertisement ? Explain different buying motives that induce the buyer to buy a product.      6 + 4

18. Write short notes on (any *two*) : 5 × 2

(i) Trade sales promotion

(ii) Personal selling

(iii) Outdoor advertisement.

**[ Internal Assessment – 20 Marks ]**

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## MBA 4th Semester Examination, 2024

### MBA

( *International Financial Management* )

Specialization : ( *Finance* )

PAPER – MBA-401 for Minor/402 for Major(Old)

*Full Marks* : 100

*Time* : 3 hours

Answer **all** questions

*The figures in the right hand margin indicate marks*  
*Candidates are required to give their answers in their*  
*own words as far as practicable*

A. Answer any *eight* questions of the following :

5 × 8

1. Briefly discuss the different international factors that influence the financial environment of a country.

2. What is SDR ? Discuss the role of SDR in international trade. 2 + 3
3. Distinguish between Absolute Advantage theory and Comparative Advantage theory of international trade.
4. Explain the scope of international financial management.
5. Mention the differences between the Arbitragers and Speculators.
6. Discuss the causes of disequilibrium in the Balance of Payment (BOP).
7. Discuss how interest rate affects exchange rate.
8. Briefly discuss the importance of working capital management for corporates.

9. Explain the term 'forward contracts'. How can they be used for the purpose of hedging exchange risk ? 2 + 3
10. Explain transaction exposure. Name the transactions on which such exposure arises. 3 + 2
11. Write the key characteristics of foreign exchange market.
12. Explain the role of finance managers in multi-national corporations.

B. Answer any *four* questions of the following : 10 × 4

13. (a) Mention the features of forward contract.

(b) Calculate ₹/€ rates from the following data :

	Spot	One-month forward	Three-month forward
US \$/€	1.2000/50	40/35	100/80
₹/US \$	44.5000/700	100/150	300/550

14. Distinguish between (a) Bid Rate and Ask Rate, (b) Direct and Indirect Quotation of a currency.
15. Discuss the role of IMF in promoting international trade.
16. Describe the term 'options'. How are call options and put options used for the purpose of hedging ?
17. (i) Discuss the process of evaluation projects using NPV method.
- (ii) Explain the concept of sensitivity analysis. 5 + 5
18. (i) What is cost of capital ? How is it important in capital budgeting decisions ?
- (ii) Discuss the importance of capital budgeting decisions. (3 + 3) + 4

**[ Internal Assessment – 20 Marks ]**

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