
UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)



उत्तराखण्ड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

Programme Name-PGDMM-First Semester

Programme Code- PGDMM-17

Course Name- Advertising and Sales Promotion

Course Code-MS 502

Maximum Marks-20

Session - 2017-18, Summer Last Date of Submission: 31st October 2017

Session - 2017-18, Winter Last Date of Submission: 30th April 2018

Section-A

Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Discuss the following (1-8) –

1. Benefits of Advertising.
2. Hedonic Experiential Model.
3. Elements of Brand Equity.
4. Strengths of Radio as a medium.
5. Measuring advertising awareness.
6. Objectives of sales promotion.
7. Sales promotion and consumer behavior.
8. Different types of trade promotion schemes.

Section-B

Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answers 02 questions only.

1. How can companies enhance the attention, the comprehension and the recall ability of consumers towards advertisements?
2. What are some of the likely challenges companies will face while trying to implement integrated marketing communications program? How might these obstacles be overcome?
3. Explain how the advertising factors of reach, frequency, and impact will influence consumer awareness of a brand.
4. Can sales promotion be evaluated? Discuss, in detail, the various methods of evaluating effectiveness of sales promotions.