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**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)**

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उत्तराखंड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

**Programme Name-MBA-Third Semester/PGDMM-First Semester**

**Programme Code- MBA-13 /PGDMM-10**

**Course Name-Advertising and Sales Promotion**

**Course Code-MM2202**

**Maximum Marks-40**

**Session -2014-15, Summer**

***Last Date of Submission: 31<sup>st</sup> January, 2015***

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**Section-A**

**Section 'A' contains 08 short answer type questions of 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. Marketing Communication.
2. Brand equity, Image and Personality.
3. Advertising objectives and Budget allocation.
4. Media Evaluation.
5. Creative Strategy
6. Advertising Research.
7. Objectives of Sales Promotion.
8. Trade Promotion.

**Section-B**

**Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answers 02 questions only.**

1. What is advertising? Classify it along with its functions and benefits giving suitable examples?
2. Discuss the economic, social and ethical issues in advertising?
3. Explain the process of planning the advertising campaign?
4. Define Sales Promotion and its relation with consumer behaviour? What are the issues related to sales promotion design planning?