

**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)****MBA Third Semester / PGDMM Ist Semester Assignment****Programme Name- MBA Third Semester, PGDMM First Semester****Programme Code-MBA-10/ PGDMM-10****Course Code:MM 2202****Course Name-Advertising and Sales Promotion****Maximum Marks-40****Last Date of Submission: 15 Jan, 2012****Session: 2011-12 (Summer)****Section-A**

Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following-

1. Trade Promotion
2. Brand Equity
3. Outdoor Advertising
4. USP
5. Market Segmentation
6. Target Audience
7. Internet Advertising
8. Exploratory Research

**Section-B**

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

1. A company is planning to launch an advertisement campaign. What criterion of advertising objectives it must keep in mind?
2. What do you understand by creative strategy? What is its role in the advertising process?
3. The company you are working in has launched a sales promotion in the form of 'money-off' (SALE). Can its sales promotion be evaluated? Discuss, in detail, the various methods of evaluating the effectiveness of sales promotion.

4. Discuss the strengths and limitations of television as an advertising medium?

