MBMM 4003

M.B.A. DEGREE EXAMINATION,
DECEMBER 2014/JANUARY 2015.

Fourth Semester

Marketing

ADVERTISING AND SALES PROMOTION

(2012–2013 Batch onwards)

Time: Three hours       Maximum: 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight questions.

All questions carry equal marks.

1. Explain advertising and its role in Indian economy.

2. Explain different types of advertisements.

3. Briefly explain the types of advertising budgets.

4. Write short notes on:
   (a) Media selection
   (b) Brand image.
ne product.

Explain the factors influencing in an

12. Explain the preparation of advertisement.

11. Explain the importance of visual layout and art

Advertising effectiveness.

10. Elucidate pre-testing and post testing of

9. What is sales promotion activities.

What is sales promotion? Explain the role and

All questions carry equal marks.

Answer any FIVE questions out of Eight Questions.

PART B — (6 x 10 = 60 marks)

7. Describe the duties of Advertising manager.

8. Electronic media buying is different from other

media—Discuss.

6. Define Advertising copy. Explain types of

Advertising

5. Distinguish between publicity and corporate
It has used innovative techniques such as "roadblocks" running the same commercial at the same time on different channels. It has also shown diet coke spots on cable TV such as MTV, ESPN and TBS.

Questions:

(a) What role has advertising played in introducing Diet Coke?

(b) Why did coke offer coupons to consumers who bought Pepsi at certain supermarkets?

(c) What functions did Diet Coke's advertising campaign aim at performing? Based on Lavidge and Steiner Model, analyse how consumer responded to Diet Coke's ads.

13. Discuss the functions of Advertising agency.

14. Explain the various methods for controlling and disseminating companies publicity.

15. Bring out the role of advertising in the International market place.

16. Enumerate various sales promotion strategies and practices.

PART C — (1 x 20 = 20 marks)

Compulsory

17. Case Study:

The equation among soft drink competitors was almost balanced. Coke competed against Pepsi, Tab against Diet Pepsi, Sprite against Mountain Dew, and so on. But when Coca-Cola introduced Diet Coke in 1982, its aspirations were high. It aimed at not being content with just outselling Diet Pepsi; the company wanted Diet Coke to be the number two soft drink of any kind. The company executives, by 1989, were predicting that their dream would soon come true.
Coke advertising than on Diet Pepsi, but now that some quarters it spends more on Diet Coke than on Diet Pepsi. The argument is that Diet Coke is more popular than Diet Pepsi, and that the percentage of people who drink Diet Coke has been growing. Already, more than a third of all diet drinks have been registered for Diet Coke. The marketing thrust of the Diet Coke ad campaign is to convince consumers that they don't have to be weight-conscious to drink Diet Coke. The majority of the people surveyed who use Diet Coke drink it primarily for taste. Reformulations of Diet Coke, which resulted in a number of changes, have increased the number of people who switch back to Diet Coke. Coke and Pepsi continue to compete in the market, and both companies have responded to each other's advertising campaigns.

In its ads, Coke-Coca-Cola did not invite people to drink Diet Coke in the pursuit of losing weight, or keep a Diet Coke for the benefit of losing weight, or keep a Diet Coke for the benefit of losing weight, or keep a Diet Coke for the benefit of losing weight, or keep a Diet Coke for the benefit of losing weight, or keep a Diet Coke for the benefit of losing weight, or keep a Diet Coke for the benefit of losing weight. Coke-Coca-Cola has been advertising Diet Coke in sports magazines specifically aimed at men such as Sports Illustrated, and inside sport.