



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: School of Management

Program: BBA

Course: Advertising & Sales Promotion

Course Code: MGT 232

Semester: III

Max Marks: 50

Duration: 2 hours

Note:

- 1. All questions carry equal marks.**
- 2. Attempt any five questions out of following.**
- 3. Suitable examples & diagrammatic presentation are appreciated.**

Q1. Define Advertising. Explain importance & role of advertising in today's Competitive world with suitable examples.

Q2. Describe types of Advertising Media. Elaborate Advantages & Disadvantages of each.

Q3. "Advertising provides reason to buy, while sales promotion provides incentives to buy" Elucidate the statement drawing upon the comparative objectives of Advertising and Sales promotion.

Q4. What is advertising agency? How does an advertising agency works?

Q5. "Social Media are intrusive medium of promotion," Write for or against the statement giving logical explanations.

Q6. Define Sales promotion. Explain types of sales promotion with appropriate examples.

Q7, Write Short Notes on: (Any 2)

1. Ethics in Advertising
2. Outdoor Advertising in India
3. Types of Print Media Advertising
4. Advertising & Women