

**Faculty of Business Management****BBA III-Year, CBCS-VI Semester Regular Examinations –June/July 2022****PAPER: Advertising and Sales Promotion (M2)**

Time: 3 Hours

Max Marks: 80

**Section-A**I. Answer any *five* of the following (5x4=20 Marks)

1. Push strategy
2. Emotion appeals in advertisement
3. Media concentration
4. Pre-approach
5. Self-Offers
6. Demonstration
7. Humor appeal in advertising
8. Media planning

**Section-B**

II. Answer the following questions (5x12=60 Marks)

9. (a) Explain the different methods of promotion budget.  
(OR)  
(b) Discuss in detail about various promotion strategies.
- 10.(a) Discuss in detail about the model of mortality communication decision process.  
(OR)  
(b) Explain the different creative approaches in advertising with suitable examples.
- 11.(a) Explain the factors affecting the media scheduling?  
(OR)  
(b) Explain the different types of media vehicles?
- 12.(a) Explain the role and importance of personal selling in promotion of products.  
(OR)  
(b) Explain about the “Buying Formula” theory of selling.
- 13.(a) What is sales promotion and explain the objectives of sales promotion.  
(OR)  
(b) Explain the various price based promotions with appropriate examples?

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**Section-A**

- I. Answer any *five* of the following questions (5x4=20 Marks)
1. Define Pull strategy.
  2. Explain the concept of creativity.
  3. List the types of media.
  4. Explain the role of personal selling.
  5. Define Off-sell offers.
  6. Define promotion mix.
  7. What are advertisement appeals?
  8. Define emotional advertising.

**Section-B**

- II. Answer the following questions (5x12=60 Marks)
9. (a) Explain about promotion and the types of promotion budgets.  
(OR)  
(b) Discuss about push and pull strategies in promotion.
- 10.(a) Describe the communication decision process.  
(OR)  
(b) Discuss in detail about advertisement appeals.
- 11.(a) Explain the role and importance of media in advertisement.  
(OR)  
(b) What is media scheduling? Explain.
- 12.(a) Describe the theories of personal selling.  
(OR)  
(b) Explain the importance of personal selling in service industry.
- 13.(a) What is sales promotion? Explain its importance and objectives.  
(OR)  
(b) Differentiate between price promotion and premium promotions.

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