

MBA 4th Semester Examination, 2025

MBA

(Promotion Management)

PAPER — MBA-407B

Full Marks : 100

Time : 3 hours

Answer all questions

The figures in the right hand margin indicate marks

Candidates are required to give their answers in their own words as far as practicable

GROUP—A

Answer any eight questions : 5 × 8

- 1. What do you mean by promotion ? Outline the basic purposes of promotion in marketing ?**
2 + 3

(Turn Over)

2. 'Rational appeal is more effective than emotional appeal in advertising' – Illustrate your answer.
3. What factors do you consider while designing the best advertisement for your product ?
4. Discuss the role of Specialized Ad Agencies in advertising.
5. 'An effective ad copy can increase a company's sales and profits' – comment.
6. What do you mean by CPM in media cost ?
How do you calculate CPM of a media ? 2 + 3
7. What do you mean by Misleading Advertisements ? Discuss briefly with suitable example different ways of Misleading Advertisements.
2 + 3
8. 'Six Ks make a salesman successful' – Briefly discuss these Six Ks in the context of personal selling.

9. Discuss the objectives of publicity as a component of IMC.
10. Discuss 'Fighting Option' and 'Pulsing Option' of media scheduling.
11. Do you think that the DAGMAR approach is an effective method for setting advertising objectives? Justify with suitable examples.
12. Write a note on 'Surrogate Advertising'.

GROUP-B

Answer any four questions : 10 × 4

13. Why do Children matter to advertisement? Discuss with examples the positive effects of advertisements on Children. 4 + 6
14. What do you understand by integrated marketing communication? Discuss integrated marketing communication strategy of any company as per your choice. 4 + 6

15. What do you mean by ad agency ? What does an in-house ad agency do ? Discuss briefly. 3 + 7
16. Define the term Ad appeal. Discuss briefly, with suitable example different types of ad appeals used by the advertiser in their advertisement. 2 + 8
17. What is 'Outdoor Advertising' ? Why is outdoor advertising becoming a main stream of advertisement in today's marketing scenario ?
18. What do you mean by social media advertising ? 'The use of social media as advertising vehicle is increasing rapidly' – Discuss why ?

[Internal Assessment – 20 Marks]
