

W-1089

**M.B.A. (General) (N.C.) (Final Year) Examination,
(Distance Mode) December-2020**

ADVERTISING AND SALES PROMOTION

Paper - 604

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 21

Note : Attempt **all** questions.

Unit - I

Q.1. What is advertising? Explain nature and importance of advertising. 14

Unit - II

Q.2. Explain the role and functions of advertising agency. 14

Unit - III

Q.3. Describe the factors which should be considered while designing an advertising copy. 14

Unit - IV

Q.4. How advertising effectiveness is measured? Explain importance of advertising effectiveness. 14

Unit - V

Q.5. Define sales promotion. What are different techniques of promoting sales? 14

