

Roll No. ....

**Y – 962**

**MBA (General) Final Year EXAMINATION, May/June-2021**

**DISTANCE MODE**

Paper – 604

**(MM) ADVERTISING AND SALES PROMOTION**

*Time : Three Hours*

*Maximum Marks : 70*

*Minimum Pass Marks : 28*

**Note**—Attempt *all* questions.

**Unit-I**

1. Define integrated marketing communications. Briefly discuss each element of the integrated marketing Communications plan. 14

**Unit-II**

2. What is meant by advertising budget ? Discuss essential features of advertising budget. 14

**Unit-III**

3. Describe in detail the meaning and importance of a creative strategy in advertising. Give examples. 14

**Unit-IV**

4. What is the importance of psychology in advertising ? Mention the elements of advertisement effectiveness. 14

**Unit-V**

5. Discuss the role of sales promotion in the marketing mix. What are the various types of sales promotion techniques ? 14