

SRINIVASAN ENGINEERING COLLEGE, PERAMBALUR

DEPARTMENT OF MANAGEMENT STUDIES

BA9254 ADVERTISING AND SALES PROMOTION

16 MARKS QUESTIONS

UNIT I

1. Explain the role of advertising in modern world.
2. State the scope of advertising.
3. Explain the types of advertising.
4. Describe the social implications of advertising.
5. Explain the functions and types of advertising.

UNIT II

1. Explain the types of ad-media.
2. Describe challenges in market research.
3. Explain the types of cost in advertising.
4. Explain the media scheduling strategies.
5. Explain the methods of media evaluation.

UNIT III

1. What are components of creativity in advertising.
2. Explain the need of creativity in advertising.
3. Explain the types of advertisement copy.
4. What are functions of layout?
5. Explain the methods of reliability and validity.

UNIT IV

1. Explain the role of sales promotion.
2. Describe the driving sources of sales promotion.
3. Explain the impact of sales promotion on sales.
4. Explain the sales promotion techniques.
5. Describe the steps in designing sales promotion campaign.

UNIT V

1. Explain the national promotion strategies.
2. Describe the international promotion strategies.
3. Explain types of international promotion strategies.
4. Explain factors deciding communication mix.
5. Explain the components of online sales promotion.