

Seat
No.

--	--	--	--	--	--



आभास - 039

305 - SPECIALIZATION - II 435
B : Marketing Management
(Promotion Management)

P. Pages : 2

Time : Three Hours

Max. Marks : 60

Instructions to Candidates :

1. Do not write anything on question paper except Seat No.
2. Answersheet should be written with blue ink only. Graph or diagram should be drawn with the same pen being used for writing paper or black HB pencil.
3. Students should note, no supplement will be provided.
4. Attempt **any three** questions from Section I & **any two** questions from Section - II.
5. All questions carry equal marks.
6. Write answers of both sections in same answer book.

SECTION - I

1. What do you mean by consumer promotion ? Write down in detail about schemes - Consumer premium and conditional consumer premium with suitable example. 12
2. Define Advertisement ? Write the difference between Advertising and Personal selling with suitable example. 12
3. "Media decision is depend on its selection planning & Strategy". Discuss Write the factors to be considered for Decision Making. 12
4. Elaborate the concept Integrated Marketing Communication. What is the relationship between study of consumer's behaviour and IMC plan. 12
5. Define Promotion. What are the strategic uses of promos. Write in detail about below - the - line activities. 12

SECTION - II

6. Write the meaning of Advertising Budget ? What are the methods of advertising budget, elaborate it with suitable example. 12

7. Write the different types of Advertising Agency : With its functions and advantages. 12
8. Write a short note on **any three**. 12
- a) AIDA & DAGMAR.
 - b) Trade Promotion.
 - c) Public Relation and Advertising.
 - d) Role of relationship Marketing in Personal Selling.
 - e) Direct Marketing.
