



# MUTHAYAMMAL ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi, Accredited by NAAC & Affiliated to Anna University)



Rasipuram - 637 408, Namakkal Dist., Tamil Nadu

## DEPARTMENT OF MANAGEMENT STUDIES

### 19MBC01- ADVERTISING AND PROMOTION MANAGEMENT

#### UNIT-1

##### PART-A

- 1) Define of advertisement?
- 2) What is the scope of advertisement?
- 3) List out the objectives of advertisement?
- 4) What are the functions of advertisement?
- 5) List out the types of advertisement?
- 6) Write short notes on social implications of advertisement?
- 7) What is the economic implication of advertisement?
- 8) What is the DAGMAR approach for setting advertisement objectives?
- 9) State the meaning of advertisement agencies?
- 10) List out the types of advertisement agencies?

##### PART-B

1. i) What are functions of advertisement? Discuss the advantages and disadvantages of advertisement?  
ii) Highlight the scope of advertisement. Explain the different types of advertisement?
2. i) Discuss various legal aspects of related to advertisement in detail?  
ii) Write a detailed note on the social aspects of advertisement?
3. i) Explain the factors determining advertising objectives along with the requirements for setting suitable advertising objectives?  
ii) Write short notes on:
  - a) Sales objectives of advertisement.
  - b) Communication objectives of advertising.
4. What functions are performed by advertising agencies? State the main services offered by various agencies?
5. i) Write the criteria for selecting the agencies. Explain steps in choosing advertising agencies?  
ii) What do you understand by advertising campaign? Explain the process of ad campaign planning in detail?

## UNIT –II

### PART-A

- 1) Define of media?
- 2) State the role of media?
- 3) List out the different types of media?
- 4) Write short notes on Sandwich men?
- 5) Give short notes on media planning?
- 6) What do you meant by encountered in media planning?
- 7) What is reach and frequency of advertisement?
- 8) Define media scheduling?
- 9) What are the types of media scheduling?
- 10) List the advantages and disadvantages of Internet media?

### PART-B

- 1) i) What are the factors considered in media planning? Describe the media plan development process?  
ii) Explain the criteria for media choice?
- 2) i) Define media scheduling? Discuss the method of media scheduling with example?  
ii) Explain the different types of media in detail?
- 3) i) Enumerate the stages of messages development decisions?  
ii) What are the major advantages and disadvantages of print and broadcasting media?
- 4) Name a product and suggest three media that would you to advertise that product. Justify Your media mix choices?
- 5) i) What factors should be considered in market analysis in developing a media plan?  
ii) What are the factors to be considered for Reach and Frequency in Media plan?

## UNIT –III

### PART-A

- 1) What is creativity?
- 2) List out the message objectives and strategies?
- 3) What is message development?
- 4) What is emotional appeal?
- 5) List the stages of creative strategy?
- 6) What is meant by advertising message?
- 7) List out the types of ad copy?
- 8) Highlight the components of Ad layout?
- 9) State the features of Ad copy?
- 10) State the importance of sub headline?

## **PART-B**

- 1) i) Explain the importance of creativity in advertising? State the methods of creative execution?  
ii) What is advertisement copy? Give the components of an advertising copy?
- 2) i) Describe the steps in designing layout for advertisements?  
ii) Discuss the essential features of Ad copy?
- 3) i) Write a detailed note on art production and direction in print advertisements and web advertisements?  
ii) What is the scope and applications of media research?
- 4) i) What is advertisement effectiveness? Explain the various methods of measuring advertising effectiveness?  
ii) Discuss the different elements of print advertising in detail?
- 5) i) Explain about the testing validity and reliability of advertisements  
ii) What is meant by message development? Explain the different types of Appeals in Ad Messages?

## **UNIT-IV**

### **PART-A**

- 1) Define promotion?
- 2) What are the objectives of promotion?
- 3) What is meant by AIDA model of communication?
- 4) What do you mean by sales promotion?
- 5) List out the objectives of sales promotion?
- 6) What are the designing of sales promotion campaign?
- 7) What is pre-testing the program?
- 8) What is post testing?
- 9) What is out sourcing sales promotion?
- 10) State the components of online sales promotion?

### **PART-B**

- 1) i) Explain the national and international promotion strategy?  
ii) Discuss the scope and role of sales promotion?
- 2) i) Write a detailed note on sales promotion techniques?  
ii) Enumerate the advantages and disadvantages of sales promotions techniques?
- 3) i) What is sales promotion campaign? Explain the designing of sales promotion campaign?  
ii) Enumerate the requirement identification of sales promotion campaign?
- 4) i) Describe the IMC process along with the coordination within various promotion techniques?  
ii) What is online sales promotion? Discuss the tools of online sales promotion?

- 5) i) Discuss the problems and challenges of outsourcing sales promotion.
- ii) Clearly explain the promotions made by on-line vendors like flip-kart in India

## **UNIT-V**

### **PART-A**

- 1) What is meant by public relation?
- 2) State the characteristics of public relations?
- 3) List out the objectives and goals of public relations?
- 4) Explain the scope of public relations?
- 5) What are the elements of public relations?
- 6) List out the types of public relations?
- 7) What is the process of public relations?
- 8) What are PR tools and techniques?
- 9) What is the criticism of PR public enterprises?
- 10) What is PR in private enterprises?

### **PART-B**

- 1)
  - i) What is the scope and functions of public relations?
  - ii) Explain the integration of PR into promotional mix along with suitable example?
- 2)
  - i) Discuss the budgeting PR and its types?
  - ii) What are the advantages and disadvantages of pr?
- 3)
  - i) Explain the opinion survey of PR in public and private enterprises?
  - ii) Describe the pro and cons of PR consultancy?
- 4)
  - i) Define PR research. State the techniques of PR research?
  - ii) Explain PR counseling. What are the various source of PR counseling?
- 5)
  - i) Discuss in detail the marketing public relations decisions and functions?
  - ii) Briefly describe the budgeting techniques followed by various public relations firms.

## **PART –C**

### **Case Analysis**

1. India's Refrigerator market estimated at Rs. 2750 Cr. is catered mainly by 10 brands. The annual capacity is estimated at around 4.15 million units is running head of demand of 1.5 millions. As there is a demand and a surplus supply, all the manufacturers are trying out for new strategies in the market. Times have changed and also the buying behaviour of the customer. Earlier it was cash and carry system. Now dealers play an important role in selling; now the systems is exchange for old “bring your old refrigerator and take a new one with many gifts”. A new company by name Electrolux has entered the market which has acquired Allwyn, Kelvinator and Voltas brand. Researchers have revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets. Electrolux strategy is customisation of market, with special attention to

the Northern and Southern India markets, while Godrej the main player thinks that dealer network in rural market for sales and service will be beneficial and is trying to give more emphasis on dealer network, whereas Whirlpool has adopted the strategy of increasing the dealer network by 30%. The market shares of the major players are as follows:

- Godrej 30%
- Allwyn 10%
- Daewoo 1%
- Videocon 13%
- Voltas 5%
- L.G 1%
- Kelvinator 12%
- Whirlpool 27%
- Others 1%.

### **Questions**

1. Could the refrigerator market be segmented on geographical base planned by Electrolux?
2. What would be the marketing mix for rural market?
3. Would 125 L and 150 L models be an ideal choice to launch in rural market?

2. Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag.

Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

### **Questions**

- A. How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food?
- B. What would be your suggestions for distribution channel for mushrooms?