

- (g) What is Web-Designing? Discuss the techniques of web-design.
- (h) Give a comparison between Radio advertising and T.V. advertising.

3

Total number of printed pages-4

47 (5) AASP 5-3

2013

**ADVERTISING AND SALES PROMOTION**

**Paper : 5-3**

*Full Marks : 80*

Time : Three hours

*The figures in the margin indicate full marks for the questions.*

1. Answer *all* the questions : 1×10=10
- (a) What is consumer advertising?
  - (b) What is industrial advertising?
  - (c) What is transit advertising?
  - (d) What is psychological positioning?
  - (e) What is an advertising campaign?
  - (f) What is circulation?

- (g) What is controlled circulation?
- (h) What is co-operative advertising?
- (i) What is copyrighting?
- (j) Mention *any one* advertising appeals.

2. Answer *all* the questions : 2×5=10

- (a) What is media scheduling?
- (b) Who are the buyers of outdoor media?
- (c) What are the various types of print media?
- (d) State the meaning of corporate image.
- (e) State *two* objectives of consumer contest.

3. Answer *any four* questions : 5×4=20

- (a) Explain in brief the components of creative strategy of an advertisement.
- (b) Discuss the advantages of outdoor media.
- (c) Discuss the growing importance of sales promotion.

(d) Write a short note on Managing Trade Promotions.

(e) Discuss the contributions of Public Relations towards advertising.

(f) Differentiate between publicity and advertising.

4. Answer *any five* questions : 8×5=40

(a) Explain the factors that are to be taken into account in media selection.

(b) Discuss how sales promotion is carried out at Sales Representative level.

(c) Explain the process of building a perfect public relation programme.

(d) Discuss the various strategic considerations in designing a media plan.

(e) Write the ten commandments of outdoor creative.

(f) Discuss internet as a medium for advertising.