*Total pages: 02*

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**PG**
**MBA Semester- 4th Examination, 2026**
**MASTER OF BUSINESS ADMINISTRATION**
**PAPER: MBA 407B**
**(PROMOTION MANAGEMENT)**

**Full Marks: 80** **Time: 3 Hours**

The figures in the right-hand margin indicate full marks.
Candidates are required to give their answers in their own words as far as practicable.

## Group-A

Answer any **EIGHT** of the following questions: 8×5=40

1. What do you mean by promotion? Outline the basic purposes of promotion in marketing? 2+3
2. What is advertising layout? Explain its major functions. 2+3
3. Explain any five methods of sales promotion in $B_2C$ Marketing.
4. Define advertising. State the major objectives of advertising. 2+3
5. Who are the key players in the advertising industry? Explain their roles. 1+4
6. What is media planning? State its importance. 2+3
7. 'Digital media is the first preference among advertisers as a promotional tool in recent marketing landscape'. Do you agree? Justify your answer.
8. What do you mean by personal selling? Explain the importance of it.2+3
9. Differentiate between publicity and propaganda.
10. Is huge spending on celebrity advertisings justified? Illustrate your answer with examples.
11. Why do advertisers target children in their advertising campaigns? Discuss with examples.
12. What is PR Ethics? State its importance. 2+3

## Group-B

Answer any **FOUR** of the following questions: 4×10=40

13. What is IMC? Explain the importance of IMC. Discuss the role of IMC in developing an effective promotional strategy. 2+4+4
14. Explain the steps involved in preparing a sales promotion budget. Discuss the methods of evaluating a sales promotion campaign. 5+5

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15. What is the DAGMAR model? Explain the major stages of the DAGMAR model. Discuss the importance of the DAGMAR model in measuring advertising effectiveness. 2+5+3
16. What is misleading advertising? Discus the various forms of misleading advertisements frequently employed by the advertisers in promotional campaigns? 3+7
17. What is Support Media? "Without support media, the objectives of the promotional campaign don't fulfil" - explain with suitable examples.2+8
18. Explain the major types of digital advertising. Differentiate between advertising and sales promotion. 5+5

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