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DMI-ST. EUGENE UNIVERSITY

ZAMBIA

DEGREE EXAMINATION – JUNE 2023

Semester: VII 550MG012 ADVERTISING AND SALES PROMOTION

Time: 3:00 Hours

Max. Marks: 100

Answer any FIVE Questions (5 x 20 = 100 Marks)

1. a) Define advertising. (5 Marks)
b) State any 5 types of advertising. (5 Marks)
c) How does advertising affect economy? (5 Marks)
d) State the role of banners in advertising. (5 Marks)
2. a) Brief DAGMAR model. (5 Marks)
b) Analyse any 5 objectives of advertising. (5 Marks)
c) What is advertisement budget? (5 Marks)
d) Write short note on advertisement appeal. (5 Marks)
3. a) Define advertising research. (5 Marks)
b) Write short note on brand image. (5 Marks)
c) State a few points on how to design an effective advertisement? (5 Marks)
d) What is the purpose of media planning? (5 Marks)
4. a) Discuss the concept of sales force management in advertizing and sales promotion. (10 Marks)
b) Explain recruitment and selection of salesmen. (10 Marks)
5. a) Define sales promotion. (5 Marks)
b) Define guarantee. (5 Marks)
c) What do you mean by after sales service? (5 Marks)
d) Mention any two types of salesmen. (5 Marks)
6. a) Illustrate the concept of advertizing. (8 Marks)
b) Explain advertizing budget on brand which has high market share to advertize using television. (12 Marks)
7. a) Explain advertizing agency in full. (8 Marks)
b) Discuss on advertizing budget in a firm. (12 Marks)